

MSLHA

Strategic Plan 2008

FOCUS AREA: MEMBERSHIP – RECRUTMENT/RETENTION

ISSUE: Membership is down 20%

OUTCOMES:

1. Increase number of professional and students who become members
2. Increase number of members who annually renew membership
3. Increase number of members who participate and support association activities, and conducting the business of the association

INDICATORS OF SUCCESS:

1. 20% increase in membership
2. Increase committee participation
3. All executive council positions filled

STRATEGIES 2008:

1. By June 30, 2008 the membership chair will send a letter or call non members informing them about the benefits of MSHLA membership.
2. By March 1, 2008 membership chair will send 1st quarterly blast about membership benefits (July, 1, Oct 1, Dec 1)
3. Membership chair will obtain email addresses from MSLHA database for non-members for #2 above – February 15, 2008
4. Membership chair will set up table at Spring and Fall conference with applications and executive council member display
5. Membership chair will distribute applications to NSSLHA members by Oct 1

STRATEGIES 2009:

1. Erica will present applications for membership to UM graduates at Seminar by January.

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FOCUS AREA: MEMBERSHIP – ALL COMMITTEE PARTICPATION

ISSUE: Lack of membership involvement from members

OUTCOMES:

1. Fill all board positions
2. Increase number of active committee members

INDICATORS OF SUCCESS:

1. All board positions will be filled
2. Each committee will have at least three active members

STRATEGIES 2008:

1. Cindi will advertise in newsletter, website and Mainline (including description) of open positions, including committees by Oct 1 and to be repeatedly monthly through Feb 1
2. Chairs will assign committee members specific tasks by July 1
3. Cindi will distribute interest lists to committee chairs by Jan 30
4. Chairs will call members who indicate interest by March 1
5. Chairs with fewer than three members will make three cold calls to members by July 1
6. Carolyn will post upcoming EC meetings on Mainline 10 days prior to EC meeting date and ask for input (from membership) regarding agenda items beginning March 1
7. Outgoing chairs will orient incoming chairs including review of by-laws and strategic plan and turn over all relevant materials in an organized manner (binder, etc.) by May 1