

2021-2022 Goals	4th Quarter 2020	1st Quarter 2021	2nd Quarter 2021	3rd Quarter 2021	4th Quarter 2021
MNSHA will identify 10 potential target stakeholder groups to collaborate with on issues of common interest. (Focus: Advocacy)	EC will review/update Google document of stakeholders and update contacts <b>DUE DEC 2020</b>	EC will review/update Google document of stakeholders and update contacts <b>QUARTERLY</b>	EC will review/update Google document of stakeholders and update contacts <b>QUARTERLY</b>	EC will review/update Google document of stakeholders and update contacts <b>QUARTERLY</b>	EC will review/update Google document of stakeholders and update contacts <b>QUARTERLY</b>
Develop a speaker budget to facilitate paid presenters at convention and/or workshops. (Focus: Professional Development)	Brainstorm local contacts/experts <b>EC/LSC/ Craven/Convention Committee/VP Professional Development</b> <b>DUE: ONGOING</b>			One out of state/big name speaker (peds/adults) for convention or workshops by 2022 or 2023	One out of state/big name speaker (peds/adults) for convention or workshops by 2022 or 2023
MNSHA will identify (10) mentorship participants annually with one student from each university and identify at least (3) mentors for each university region. (Focus: Professional Development)	Maintain engagement by mentees and mentors across state- <b>ONGOING</b>				
Engage <b>new/early career</b> professionals in activities to demonstrate the value of membership resulting in increased student and <b>new/early career</b> professional membership. (Focus: Membership)	Brainstorm ideas for ways to engage students and new professionals virtually (i.e. virtual student forum?) <b>DUE DEC 2020</b>				
Achieve 90% retention of membership. (Focus: Membership) Increase membership to 675	Brainstorm ideas for member engagement  Personal welcome to new members <b>ONGOING</b>  Reach out to lapsed members through to PC chair and Membership Committee chair <b>DUE: DEC 2020</b>				

<p>Policy Council representatives from each region will communicate with (5) non-member Audiologist/SLP in their region annually.</p>	<p>Hold one social event in year in region. Consider Group raise. <b>Craven, PC Chair, PC</b> <b>On HOLD d/t COVID</b></p> <p>Find creative ways to connect: book club, movies, podcasts to implement into 2021</p> <p>Start get to know your board members/EC/PC</p>	<p>Hold one social event in year in region. Consider Group raise. <b>Craven, PC Chair, PC</b> <b>ONGOING</b></p>	<p>Hold one social event in year in region. Consider Group raise. <b>Craven, PC Chair, PC</b> <b>ONGOING</b></p>	<p>Hold one social event in year in region. Consider Group raise. <b>Craven, PC Chair, PC</b> <b>ONGOING</b></p>	<p>Hold one social event in year in region. Consider Group raise. <b>Craven, PC Chair, PC</b> <b>ONGOING</b></p>
<p>MNSHA will hold a focused meeting with key legislators and stakeholders multiple times during the year. (Focus: Advocacy)</p>	<p>Continue to hold meetings with stakeholders/legislators <b>ONGOING</b></p>				
<p>MNSHA will increase member engagement through webinars, calls for advocacy submissions and by holding hot topic sessions at convention. (Focus: Advocacy)</p>	<p>Plan one webinar per quarter. <b>EC, PC, Craven, VPs. ONGOING</b></p>	<p>Plan and develop Townhalls for 2021</p> <p>Plan one audiology webinar for 2021</p> <p>MNSHA will host (1) meet up annually per region with CE or advocacy updates. <b>ONGOING</b></p>			
<p>MNSHA will review and revise roles and titles of all positions/committees as part of the policy and procedures manual and develop an organizational chart. (Focus: Association Management)</p>	<p>Revise LSC <b>DUE: NOV 2020</b></p> <p>Revise and revamp MAC <b>DUE: JAN 2021</b></p> <p>Consider move of Membership Committee to VP of Communications? MOVE</p> <p>Assess EC ex-officio positions to the committees and develop flowchart <b>DUE: DEC 2020</b></p> <p>Consider change of young professionals to new/early career professionals</p> <p>Develop /re-implement orientation process, onboarding <b>DUE DEC 2020</b></p>	<p>Consider revising Newsletter committee <b>DUE: JAN 2021</b></p>			

MNSHA will create and implement an annual evaluation of the management company and association lobbyist and develop an annual Board orientation program. (Focus: Association Management)	Complete evaluation of management company <b>DUE: NOV 2020</b>				Complete evaluation of management company <b>DUE: NOV 2021</b>
Increase advocacy efforts by providing regular legislative updates through the association's communication vehicles. (Focus: Communications/Public Relations)	Add legislative updates to newsletter, which is distributed every 2 months. <b>Newsletter editor, Craven ONGOING</b>  MNSHA consider instagram account/ Twitter/etc <b>DUE DEC 2020</b>	Add legislative updates to newsletter, which is distributed every 2 months. <b>Newsletter editor, Craven ONGOING</b>	Add legislative updates to newsletter, which is distributed every 2 months. <b>Newsletter editor, Craven ONGOING</b>	Add legislative updates to newsletter, which is distributed every 2 months. <b>Newsletter editor, Craven ONGOING</b>	Add legislative updates to newsletter, which is distributed every 2 months. <b>Newsletter editor, Craven ONGOING</b>
Continue to commit to AB/AR (diversity, inclusion, multicultural) work and education for the board and membership as it evolves across our profession. Activities may include: -Professional Development - Small group learning communities - Expert trainings - Reviews from outside sources - Infusing this work into EVERY committee meeting and MNSHA activity - Interdisciplinary feedback from cultural stakeholders	Brainstorm ideas  Quarterly Newsletter  Quarterly Check-in/Reset	Quarterly Newsletter  Quarterly Check-in/Reset	Quarterly Newsletter  Quarterly Check-in/Reset	Quarterly Newsletter  Quarterly Check-in/Reset	Quarterly Newsletter  Quarterly Check-in/Reset
Create electronic archives of all MNSHA documents and policies. Store in a cloud and/or external hard drive for documentation. (Focus: association management)	Streamline all manuals <b>DUE DEC 2020</b>  Develop Google drive folder with all documents <b>DUE: DEC 2020</b>  MNSHA will maintain a centralized calendar.				

	<b>ONGOING</b>				
MNSHA will implement a financial policy to build reserves to 50% operating budget in 3 years (2022), working toward an end goal of 100% by 2025.			Meet projected revenue for membership and PD activities		