

Strategic Goal Action Plan Form

Our Strategic Goal:	Increasing communication, advocacy, and visibility
Members of our Team	<p>Angela, Chris, Edryn, Jen, Louise, Amy Hairston, Devon Rafanelli, Laura Hicken, Krystal Williams</p> <p>To create greater engagement with stakeholders through effective communication.</p>

Step No.	Steps to Achieve the Goal	Time Needed to Complete This Step	Resources Needed to Complete This Step	Specific People Who will lead this step for the team
1	Inventory, analyze, and reflect on current communication initiatives	2 Month	Organizational knowledge from Executive Board	Executive Director, Editor, Membership Chair, DEIA Chair
2	Report findings to the board	1 meeting	Information from steps 1-6	Executive Director, Editor, Membership Chair, DEIA Chair
3	Canvas other state MEA's, arts organizations, and public relations specialists for those specific activities to identify new communication initiatives	2 months	Contact information for other MEA's, PR Specialists, and arts organizations	Executive Director, Editor, Membership Chair, DEIA Chair
4	Report out to the full executive board initiative recommendations	1 day	Report findings	Executive Director, Editor, Membership Chair, DEIA Chair
5	Create teams to develop new activities	3 months	Exec. Board	Executive Director, Editor, Membership Chair, DEIA Chair
6	Put communication initiatives into action	Year 2		Executive Director, Editor, Membership

				Chair, DEIA Chair
7	Re-evaluate communication initiatives	Year 3	Rubric from Step 2	Executive Director, Editor, Membership Chair, DEIA Chair