Example #1

* Top Tier Virtual Engagement
  + Our chapter has committed to exclusively delivering meaningful virtual events for the entire fiscal year. We believe this will drive member satisfaction by continuing to engage our members while eliminating angst and confusion due to last-minute cancelations.
    - Goal – 10 Virtual Events and Education Hours
* Budget Neutral Fundraising Goal
  + Our primary goal is to earn enough revenue to cover our yearly chapter administrative expenses and scholarships.
    - Goal - $15,000
* Grow Membership Through OA
  + We have set a target increasing our OA footprint by three new organizations this year. Also, we intend to run various awareness campaigns at our current OAs to help drive membership.
    - Goal – 3 New OAs
* Develop A Board and Committee Volunteer Pipeline
  + The board will establish two new committees. The primary goal of the two new committees will be to engage our sponsorship community as well as recruit new committee members.
    - Goal – 2 New Committees
    - Goal - 15 Committee Members

Example #2

* Administration
* Increase volunteers on committees (specifically membership and programs)
* Form an elections committee to help support and enhance our existing process.
* Events and Education
* Establish a series of Virtual HIT Shorts. The following topics have been discussed at the board level: Data Sharing and Interoperability, Telehealth, Cybersecurity, Disaster Recovery
* Host a virtual happy hour with an integrated trivia game, to include prizes.
* Finance
* Find creative ways to support our members (new scholarship opportunities, etc.)
* Membership
* Reconnecting with our membership through the new series of virtual events being rolled out.
* Provider and OA Engagement. Need to increase OA participation within the State.
* Communications
* Increase followers on social media platforms
* Review all outgoing communications to assure consistency and accuracy in messaging, eliminate grammar errors, and improve professional style.
* Coordinate with President, Programs, Sponsorship, and Chapter Admin to assure integrated responses and timely updates.
* Encourage student volunteers to manage social media platforms
* Sponsorship
* Implement a web based solution for collecting sponsor payments.
* Increase annual sponsor count
* Present new sponsorship opportunities to coincide with the new look of our programs for the year.
* Potentially offer incentives for annual sponsors.

Example #3

* Use Business Intelligence to compile results of participant satisfaction and suggestions for our conferences and meet and greets
* Sponsor our higher learning programs as they reach out to our state community colleges to encourage higher degrees in HIM and HIT careers – providing flyers promoting our chapter as well
* Continue to participate in all phases of our regional collaboration with the X and X chapters
* Hold the Annual Conference
* Continue to work with the Organizational Affiliates in our state to promote state membership
* Continue on the succession plan started this year
* Use our social media accounts to notify our members of events an opportunities for participation