

Western New York HFMA  
 Strategic Goal Tracker  
 2017-18 Chapter Year

Category	Goal	Strategies	Responsibility	Deadline
Technology	Modernize the Chapter Website and make it more engaging.	Create Chapter Leader section	Task Force	June 1, 2018
		Perform a full review of the entire website for content annually every June		
		Update new content weekly		
Technology	Launch social media sites	Develop social media profiles	Task Force	December 31, 2017
		Integrate social media responsibilities into the appropriate committee		
		Publish new material monthly		
Technology	Participate in HFMA National App	Market App to WNY members	Task Force	December 31, 2017
		Integrate App responsibilities into the appropriate committee		
Operational	Review and develop Chapter Leader and committee job descriptions	Start with templates on HFMA National website	Bob / Committee Members	February 1, 2018
		Draft job descriptions that define expectations of Chapter Leaders		
		Draft job descriptions that define expectations of committees		
	Define clear expectations of structure and participation on committees	Complete design of committee job descriptions	Board	April 1, 2018
		Education committee members about expectations		
		Recruit new WNY members to join committees		
Succession planning and mentoring of Chapter Leaders	Identify future Chapter secretary for Chapter years 2018-19 and 2019-20	Nomination Committee/ Board	March 1, 2018	

Western New York HFMA  
 Strategic Goal Tracker  
 2017-18 Chapter Year

Category	Goal	Strategies	Responsibility	Deadline
<b>Member Services</b>	Mentoring of new Chapter members	Hold new member event every other year	Bruce and Vanessa	December 31, 2017
		Include responsibility in updated job description		
		Develop outreach to new members that occurs on a regular and routine basis		
	Innovative and diverse educational/networking programs	Increase participation on education committee	Dave	Throughout 2017-18
		Use survey to identify new program opportunities		
	Market to target market segment	Identify new members from target markets	Involve program and membership committee	Education Committee
Discuss membership recruiting opportunities with existing members from target markets				