



2012 Goals and Ideas

The theme for this year is Extreme Makeover: Cascadia Edition. This year is going to be about big ideas and big change. Here are my goals and ideas for the year...

- 1. Beginning November 2012, organization will be overseen by an Executive Director**
 - a. ED will oversee day to day operations and decision making
 - b. ED will have budgetary authority up to certain amount within budget
 - c. ED will be a voting member of the board

- 2. Create a tiered membership structure (see attached)**
 - a. Begin with two levels: Basic and Professional
 - b. Potentially add a third level at later date
 - c. Student members must provide proof of enrollment in program

- 3. Increase the net revenue of Series by \$9,000 in 2012**
 - a. Continue with current pricing structure and offerings
 - b. Offer FOT and/or ES at least once per year in the Salem and Eugene areas
 - c. Offer a new series quarterly on topic TBD beginning in 2012... look at using an RFP process to find speakers for the series
 - d. Explore possibility of offering at least one series as a webinar

- 4. Beginning in January 2012, provide low cost Learning Events to members**
 - a. Monthly webinars presented by chapter members
 - b. Use conference workshop speakers as presenters for basis of learning events
 - c. Save big name speakers for conference

- 5. Beginning in November 2012 we will increase networking opportunities**
 - a. LinkedIn becomes a member only platform
 - b. Monthly informal networking at local establishment
 - c. Special Student and Professional Member networking events
 - d. Quarterly formal membership meetings

- 6. Make board meetings more open and transparent**
 - a. Chapter leadership will meet on a monthly basis for informal discussion and planning; chairs will be invited to attend on a rotating basis to keep leadership up-to-date.
 - b. Full board will meet quarterly (possibly in conjunction with membership meeting). Members will be encouraged to attend and participate.