

**Strategic Goal Action Plan Form**

<b>Our Strategic Goal:</b>	Increasing communication, advocacy, and visibility
<b>Members of our Team</b>	<p align="center">Angela, Chris, Edryn, Jen, Louise, Amy Hairston, Devon Rafanelli, Laura Hicken, Krystal Williams</p> <p align="center"><b>To create additional and strengthen existing advocacy initiatives</b></p>

<b>Step No.</b>	<b>Steps to Achieve the Goal</b>	<b>Time Needed to Complete This Step</b>	<b>Resources Needed to Complete This Step</b>	<b>Specific People Who will lead this step for the team</b>
<b>1</b>	Inventory, analyze, and reflect on current advocacy initiatives	1 Month	Organizational knowledge from Executive Director, Pres, P.Elect	<b>Advocacy Chair</b>
<b>2</b>	Seek input from current stakeholders and other MEA's for refining current advocacy initiatives	2 months	Survey stakeholders, other MEA's, NAFME staff ie. L. Tuttle	<b>Advocacy Chair</b>
<b>3</b>	Identify new advocacy initiatives to fill the gaps	2 months	All the data collected in previous 5 steps.	<b>Advocacy Chair</b>
<b>4</b>	Report out to the full executive board initiative recommendations	1 day	Report findings	<b>Advocacy Chair</b>
<b>5</b>	Create teams to develop new activities	3 months	Exec. Board	<b>Advocacy Chair</b>
<b>6</b>	Put advocacy initiatives into action	Year 2		
<b>7</b>	Re-evaluate advocacy initiatives	Year 3	Rubric from Step 2	