

Strategic Goal	Objective	Measurements	Actions and Due Dates	Responsible party
Leadership and Governance				
Identify, encourage and develop leaders for RRHIMA	Ensure RRHIMA will always has a pool of qualified and eligible members to choose from for the BOD	<ul style="list-style-type: none"> Increased number of members eligible to be on ballot Full ballot Number of members in charge of committees or projects Number of non-board members at BOD meetings 	<ul style="list-style-type: none"> Call members and ask them to attend BOD meetings (goal to get 2 for each meeting) BOD to communicate with Monroe and Alfred students about the benefits of being involved in their local association Advertise BOD eligibility criteria and perks (if elected all education sessions are free if RRHIMA is fiscally viable). Appoint non-BOD members to leadership roles on committees or projects. 	RRHIMA BOD
Promote the HIM profession in the RRHIMA area		•	•	Communication s Director
EDUCATION				
Provide cost effective educational programs that meet AHIMA core content areas and expanding roles	<p>Offer a minimum of 4 education sessions each year: Sept, Nov, March, May: Annual Meeting</p> <p>Additional educational opportunities through focused SIGs</p>	<ul style="list-style-type: none"> Calendar of education sessions with dates, locations, topics, presentation titles, speakers, etc. published on RRHIMA and NYHIMA websites, and posted on Facebook by specified dates Session announcements with presentation and registration information by specified dates Number of education sessions held, attendance and evaluation results Number of CE offered per domain 	<ul style="list-style-type: none"> Announce dates, location, and general topic area(s) for Fall (Sept, Oct and Dec) education sessions at annual meeting in May Publish completed Fall education calendar on RRHIMA and NYHIMA websites and send to members no later than 1 month prior to Sept session. Announce dates, location, and general topic area(s) for Spring (March, May) education sessions by December 1st.j Publish completed Spring education calendar on RRHIMA and NYHIMA websites and send to members no later than 1 month prior to March session. Send Education session announcements/ registration info per procedure manual. 	2 nd year Education Director with assistance from 1 st year Education Director and committee
MEMBERSHIP ENGAGEMENT and COMMUNICATION				
Communicate effectively with and grow membership and engage members through volunteer and network opportunities	Maintain website and expand social media presence	<ul style="list-style-type: none"> Number of friends on Facebook page Number of Facebook likes Number of hits on website Number and frequency of new items posted on Facebook Number and frequency of updates to website 	<ul style="list-style-type: none"> Post new board to RRHIMA and NYHIMA page in June Post announcements about upcoming meetings, education sessions and events to website and Facebook monthly Remove obsolete items Respond to all Facebook posts made by members Respond to all information requests from members that come through the website/email 	Communication s Director (and/or designees)

Strategic Goal	Objective	Measurements	Actions and Due Dates	Responsible party
		<ul style="list-style-type: none"> Report at BOD/Business meetings 		
	Create, publish and maintain an ongoing RRHIMA calendar	Calendar that is complete, current, and easily accessible	Create, publish and maintain a calendar on the RRHIMA website that includes: Board meetings, membership business meetings, committee meetings, educational sessions, annual meeting, networking events, and any other event that the membership is eligible to attend	RRHIMA BOD
	Hold minimum of two social/networking and/or service events each year.	<ul style="list-style-type: none"> Events published on calendar by specified dates Number of events held 	<ul style="list-style-type: none"> Publish events per procedure manual. 	Communications Director
	Hold 3 business meetings in conjunction with education session.	3 business meetings will be held during the education sessions.	List business meetings on RRHIMA and NYHIMA sites.	RRHIMA President/RRHIMA BOD
	Create opportunities for members to volunteer	<ul style="list-style-type: none"> Number of volunteer opportunities Number of members who volunteered Number of students who participate 	<ul style="list-style-type: none"> Create and publicize opportunities to help with the hosting, planning and helping out at educational sessions and social/networking/service events. Invite members to present at meetings on areas of expertise. Invite student members to attend meetings, participate in events, present projects at meetings and/or write about them for publishing in NYHIMA newsletter. 	RRHIMA BOD
	Develop mentorship program	<ul style="list-style-type: none"> Number of relationships developed 	<ul style="list-style-type: none"> BOD members to 'adopt' a new member/graduate to encourage participation in association events and career growth 	BOD
	Survey members about they want or need from RRHIMA at least once per year	<ul style="list-style-type: none"> Survey produced and sent by specified date Survey response 	Conduct survey to determine members needs and calculate analytics to meet BOD objectives.	Communications Director/RRHIMA BOD
	Review, cleanup and maintain member database	Accuracy of database	<ul style="list-style-type: none"> Maintain database per procedure manual 	Communications Director (or designees)
Advocacy				
Promote the HIM profession to students (ex: high schools/Rochester works)	Connect NYHIMA/AHIMA resources to local schools/organizations	Number of resources/presentations given Number of packets distributed Report views/downloads	Report to BOD/Business meetings	BOD

