

Core Goals: **Ongoing promotion of the mission and values of the Association**; Institutional and individual member outreach, recruitment, and engagement; Provide year-round learning opportunities for all individual members within the region; Create a culture of investment

Core Goal	Date	Objective	Action Items	Measurements	Responsible Parties	Timeline/Due Date
Ongoing promotion of the mission and values of the Association	June 2012	Communicate the Mission and Goals	Market the mission and goals in print	Survey questions to test awareness	Marketing Committee	
	June 2014		Edit: Market the mission and goals through various forms of media			
	June 2014		Place the Mission and Goals on the Website	Initial plan developed	Webmaster	Done: pending publishing location determination
	June 2014		Make Mission and Goals more prominent on our website	Creating a page from the "About section" Potentially looking at a header across all pages	Executive Committee	
	June 2012		Create a visual representation	Plan for (annual) updates is developed	Cindy	Completed
	June 2014		Edit: Do again at AC 2014 – incorporate new AIMHO logo		Marketing Committee	November 2014
	June 2012	Committee goals reflect organizational goals, mission, values	Create template to articulate connections		Executive Committee	
	June 2014		Update and utilize template to articulate connections		Executive Committee	
	June 2013	Provide a monthly spotlight in the AIMHO Angle	Solicit nominations from the region for a spotlight of a staff member, program or initiative. Could also use NRHH OTM database if needed	Have a submission for every AIMHO Angle article	Awards & Recognition	

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Ongoing promotion of the mission and values of the Association	June 2013	Integrate mission & values of the Association, as well as the ACUHO-I Body of Knowledge into the SHO Institute	All faculty will integrate the mission & values of the Association, as well as the ACUHO-I Body of Knowledge into their sessions	Specific references in all session learning outcomes	SHO	Annual
	June 2013	Update content of the SHO Institute website section	One committee member assigned to update SHO section on website – membership, dates, and other year specific various content 12/15 – committee membership updated, dates of next conference, and pictures from most recent SHO posted 3/15 – Update faculty information 7/15 – website ready for marketing next SHO Fall – Registration information posted and conclusion of registration noted	Website Reviews	SHO	Annually
	June 2014	SHO Committee goals will reflect organizational goals, mission, values	During first committee meeting each year there will be a discussion on how the SHO Institute aligns with the organizational goals, mission, values	Conversation recorded in committee minutes	SHO	Annual
	June 2013	Determine best platform for website going forward	Look at Drupal 6, Drupal 7, Wordpress (modified), paid options	Drupal for functions over some form, or SquareSpace for form over some function	Webmaster	6/7/2014

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Ongoing promotion of the mission and values of the Association	June 2014	Update content management plan	Determine who, how, and when content will be updated on the site	Rolled into Training Plan	Webmaster	Completed
	June 2013		Website is updated to include all necessary documents	Past business meeting documents archived. Current business meeting documents are posted, Leadership information is updated	Executive Committee	November 2013 Annual
	June 2013		Create a Leaders' Guide for the Association	An online manual is compiled and posted as a resource for all Executive Committee members, committee chairs and co-chairs	Executive Committee	December 2013
	June 2013		Create a process for regular updates to the Leaders' Guide	Annual review of the Leaders' Guide is conducted by the past-president as part of the duties of the role	Executive Committee	Annual
	June 2013	Communicate Mission	Connect AIMHO College Curriculum to AIMHO goals and core values		AIMHO College	Fall 2013
	June 2014		Involve Sage/President in the College annually	Add questions to post college survey	AIMHO College	Fall 2014
	June 2014	Connect AIMHO College curriculum to AIMHO goals and core values	Faculty will write learning outcomes based on AIMHO Goals and core values	Assess understanding of outcomes via post college survey	AIMHO College	Fall 2015
	June 2014	Provide transparency to the region about activity with Executives, SPRs, and Committees	Include Executive Committee and SPR updates in every Angle Issue		Marketing Committee	Ongoing (starting July 2014)

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Core Goal	Date	Objective	Action Items	Measurements	Responsible Parties	Timeline/Due Date
Institutional and individual member outreach, recruitment, and engagement	June 2014	Integrate and orient new professionals to the region and develop progressive involvement opportunities	New Member Handbook		Marketing Committee Entry-Level Member at Large	October 2014
	June 2012	Increase the number of institutional member schools	Launch new institutional dues/membership marketing campaign	Number of member schools reaches/exceeds 65	Marketing Treasurer Elect	
	June 2014	Greater engagement and participation from SHOs	Include a SHO-focused article in every AIMHO Angle Issue. Have current SHOs write the article	Get at least one SHO each Angle issue to write an article	Marketing Committee	Ongoing (beginning July 2014)
	June 2013 June 2014	Provide additional networking and professional development opportunities via social media interactions	Launch Facebook and Twitter Campaign Promote social media within region via Angle, Exec Committee, SPRs Edit: Campaigns started, will continue them	Increased number of subscribers/followers	Marketing Committee	Fall 2103 Ongoing
	June 2013		Establish consistent presence with regular weekly discussion prompts and questions	Increased number of participants	Marketing Committee	Fall 2013
	June 2013	Increase the participation in the SHO Institute	Target marketing of current SHOs for SHO Institute participation	Levels of current SHO participation remain stable from year to year	SHO	Annual
	June 2013	Publicize and announce award winners at our home institutions (i.e., End	Solicit information from member schools to send in award winners for local, regional, or national awards	Have 50% of member schools submit information	Awards & Recognition	

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		of the Year Award Winners)				
Institutional and individual member outreach, recruitment, and engagement	June 2014	Integrate and orient new professionals to the region and develop progressive involvement opportunities	Outreach to new members in region welcoming them to the region		Entry-Level Member at Large Program Committee Member at Large, Senior	Ongoing
	June 2014		New Member Pre-Conference Webinar		Entry-Level Member at Large AIMHO 365 President	October 2014
	June 2014		Create cohort model at Connections	Feedback from annual conference survey	Program Committee	November 2014
	June 2014		Involve the Entry-Level Member at Large in Newcomers' Orientation to present year round networking opportunities		Entry-Level Member at Large Program Committee	November 2014
	June 2012		New Member Google "Hangout"		Entry-Level Member at Large	Discontinued
	June 2014		Outreach to new professionals within respective state		SPRs Member at Large, Senior	
	June 2013	Update look (theme) of website	Research themes Test themes Update menu systems Includes a September 1 st 2014 lock down (no editing)	Drupal for functions over some form, or SquareSpace for form over some function	Webmaster	September 15, 2014

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Institutional and individual member outreach, recruitment, and engagement	June 2014	Increase the number of institutional member schools	Update website with a button that links to information on how to join		Executive Committee Webmaster Marketing	
	June 2014		Advertise across forms of media to drive membership		Executive Committee Marketing Committee	
	June 2014		Create a database by year of member schools		Executive Committee	
	June 2014		Create a database of all eligible schools		Executive Committee	
	June 2014		During times of member drives, track who is active and who is not		SPRs Member at Large, Senior	
	June 2012 – June 2014	Greater engagement and participation from SHOs	Shoulder tapping of SHOs for Program presentations	Increased attendance by SHOs at annual conference	Program Committee	Annual
	June 2014		Track SHO attendance at annual conference		Host Committee Program Committee	Annual
	June 2014		Track SHO enlistment to AIMHO Listserv		Executive Committee Webmaster	Ongoing
	June 2012		Institute “SPR of the Year” Recognition		Member at Large, Senior	Discontinued
	June 2014		Outreach to SHOs at least 3 times a year		SPRs Member at Large, Senior	Ongoing

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Institutional and individual member outreach, recruitment, and engagement	June 2013	Greater engagement and participation from entry-level staff	Work with SPRs for ongoing outreach to members and non-member institutions	Each institution is engaged at least 3 times annually	Executive Committee	Annual
	June 2013		Shoulder-tap new professionals to attend AIMHO College; Outreach to SHOs to shoulder-tap AIMHO College participants	Continue participation at 30, document SHO Outreach to potential attendees, track submitted applications based on SHO recommendations	AIMHO College	Annual
	June 2013	AIMHO History is referenced and regarded as strong foundation	Document AIMHO College history and share with membership via various communication avenues	Develop historical templates for information to be stored on AIMHO College section of website	AIMHO College	Fall 2014
	June 2014	Offer opportunities for AIMHO College Alumni to engage with current AC	Build and maintain ongoing AC Alumni Database AC Alumni invited to lunch with current AC Cohort AC Alumni serve as active recruiters for AC	Alumni directory easily accessible on website 10 Alumni annually participate in lunch Use AC applications to track AC referrals	AIMHO College	Fall 2014 & Fall 2015
	June 2013	Reevaluate the role of SPRs	Review position description	Create report	Member at Large, Senior SPRs	Fall 2014
	June 2014	Integrate and orient new professionals to the region and develop progressive involvement opportunities	Outreach to new members in region to welcome them to the region		Entry-Level Member at Large Program Committee Member at Large, Senior	Ongoing

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Institutional and individual member outreach, recruitment, and engagement	June 2014	Grow the poster session into an information sharing opportunity	Promote information sharing opportunity with SHO and others, as well as with Grad Programs	Increase number of poster presentations from 6 to 10 Continue increasing or maintaining between 10-15 poster presentations each year	Research & Information	November 2014 Annual
	June 2014	Maintain SHO Facebook Page	One committee member assigned to update SHO Facebook page – highlights from previous SHO Institute, information about upcoming SHO Institute, etc...	Facebook page review	SHO	12/2014 – Updated from last SHO Institute 7/2015 – Updated for upcoming SHO Institute
	June 2014	Maintain solid participation level in the SHO Institute	Target marketing to current SHOs to encourage nominations of their staff Marketing to mid-level aspiring SHOs to encourage their participation Marketing to smaller schools with minimal housing staff to encourage their participation	Participation maintained at 15-20 participants each year	SHO	Annual

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Provide year-round learning opportunities for all individual members within the region	June 2012	Create a professional development plan with regular outreach	Annual Conference AIMHO Angle Webinars SPR Outreach State Drive-In Conferences Committee Outreach Website Social Media DSJ Blog	Solicit Committees for what they are looking for/doing	Member at Large, Senior	Discontinued; see Professional Development Plan
	June 2012	Define the needs of various populations within the Association	Entry Mid SHO Operations Facilities Mentoring	ACUHO-I Body of Knowledge being the tool used to help define the needs of the various populations One of the goals of creating a communication plan would be to seek to cover the various needs identified as gaps in the Core Competencies to target those gaps through the various forms of communication and outreach	Program Committee Research & Information Entry-Level Member at Large	In Process
	June 2014	Outreach to other ACUHO-I regions	Communicate with other member regions under ACUHO-I to benchmark our recognition processes and how we can advance our associations	Engage 100% of ACUHO-I regions	Awards & Recognition	Annual

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Provide year-round learning opportunities for all individual members within the region	June 2014	Create a professional development plan that involves communication and regular outreach	Annual Conference AIMHO Angle Webinars SPR Outreach State Drive-In Committee Outreach Website Social Media DSJ Blog	Solicit Committees for what they are looking for/doing	Member at Large, Senior AIMHO 365 Marketing	Ongoing
	June 2013	Provide monthly recognition opportunities for the Association members	Utilizing the listserv/Angle to send information about important dates and ways to recognize	An article/ad in every issue of the Angle A monthly email through the listserv	Awards & Recognition	
	June 2013	Maintain solid 2 year curriculum for SHO Institute	Solicit annual feedback from SHO participants and alumni to insure topics selected to continue to be important and relevant Revise curriculum as needed to insure it meets member needs (Current curriculum: Year 1: Supervision, Budget, Crisis, Diversity & Current Topics Year 2: Assessment, Social Media, Legal Issues, Facilities, Current Topics)	Curriculum plan continues for more than 2 years	SHO	Annual

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	June 2014	Continue to achieve high levels of satisfaction with the SHO Institute by participants	Conduct annual evaluation of participants	Comparison to previous years' evaluations to insure satisfaction levels stay high	SHO	Annual
Provide year-round learning opportunities for all individual members within the region	June 2013	Determine the needs/skills/desires for certification and self-assessment for New and Mid-Level Professionals	Survey membership to create a list of needed assessments/certifications	Needs Assessment Survey as a part of the member survey in Spring 2014	Research & Information	Discontinued; promote ACUHO-I resources
	June 2013	Create a certificate preparation series similar to ACUHO-I Core Competencies	Follow the ACUHO-I template for quality, learning outcomes, certificate program, etc. Also so work is not duplicated	Creation of the certificate	Research & Information	Discontinued; promote ACUHO-I resources
	June 2013	SHO Forum: Professional Development re. Facility Construction	Integrate facility construction "show and tell" into the SHO Forum at the annual conference	Save a space in the program schedule for this item each year	AIMHO 365	Annual
	June 2013	Universal Design	Access professional staff on Universal Design and integrate into the webinar schedule		AIMHO 365	
	June 2013	Expand mentoring program beyond the annual conference	Look at feedback from past conferences to understand what worked and what did not work		SPR	Jan 1, 2014; Discontinued – See ELMAL initiatives
	June 2013		Reach out to members of the AIMHO community at all levels in various positions who would be great mentors to start the program		SPR	Jan 1, 2014; Discontinued – See ELMAL initiatives

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	June 2013		Utilize the AIMHO Listserv to have people opt in. A cap could be used		SPR	Jan 1, 2014; Discontinued – See ELMAL initiatives
Provide year-round learning opportunities for all individual members within the region	June 2013	Expand mentoring program beyond the annual conference	Develop structure for the new mentoring program		SPR	Jan 1, 2014; Discontinued – See ELMAL initiatives
	June 2013	Establish a new committee that focuses on year-round professional development	Transfer the webinar series from the Program Committee to AIMHO 365	Conduct monthly AIMHO webinars in the areas that address training needs	Program	Completed: AIMHO 365
	June 2013		Utilize regional survey and assessment data to identify training needs. Cross reference the training needs with the ACUHO-I Body of Knowledge	Gather information or write articles for each AIMHO Angle Express through various mediums (Angle, social media, email, website) the opportunities on a quarterly basis Update professional development calendar on AIMHO website to showcase the calendar of events	AIMHO 365	Ongoing
	June 2013		Engage with IACURH Advisor re. needs of regional advisors		AIMHO 365	

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	June 2013		Engage with SPRs in regards to state drive-in conferences or other planners of regional professional development initiatives to develop the regional communication plan in regards to year round opportunities		AIMHO 365	
Provide year-round learning opportunities for all individual members within the region	June 2013	Establish a new committee that focuses on year-round professional development	Manage the SHO Forum during the annual conference in coordination with the Program Committee		AIMHO 365	
	June 2013	Coordinated Annual training of new SPRs	New/Returning SPR Training at Annual AIMHO Conference	Each SPR will participate in a mini-training to include handbook review and advice from returning SPRs	SPR Member at Large, Senior	Annual
	June 2013		New SPR Handbook created; Timeline/Check Points for completion of duties assigned	Each SPR will complete their assigned tasks by the suggested timeline	SPR Member at Large, Senior	Fall 2013
	June 2013	Increase satisfaction with pre-conference conferences	Promote conferences themselves in addition to gathering information about what should be included in the curriculum	Survey all SHOs to achieve target curriculum	SPR Member at Large, Senior	Annual
	June 2013		Survey the general body to further understand dissatisfaction		SPR Member at Large, Senior	
	June 2013	Highlight and identify programs at the annual conference geared toward New Professionals	Provide a new member track for New Professionals that identifies specific programs for NP to attend		Awards & Recognition	Discontinued; Program in place with Program Committee (see 5 star pin)

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	June 2013	Define the needs of various populations within the Association	Utilize the gap analysis survey results to create AIMHO College curriculum to mirror the professional development needs		AIMHO College	Fall 2014
	June 2013	Assess member needs to determine the purpose and direction of AIMHO Website	Evaluate services currently offered by website and what (if any) need to be added/changed	Increased usage of website by members of Gap Analysis Results	Marketing	November 2013
Provide year-round learning opportunities for all individual members within the region	June 2013	Gather information specific to Self-Assessment and potential certification for new and mid-level professionals	Determine what is already provided by CAS, ACUHO-I, NASPA, and ASCA to provide to the Executive Committee for determination		Research & Information	Discontinued; promote ACUHO-I resources
	June 2014	Close the Professional Development Gap from Annual Survey for SHOs	Create a SHO focus track of webinars Work with other regions to cross-reference	Increased number of SHOs attending webinars	AIMHO 365	Summer 2014 Ongoing
	June 2014	Close the Professional Development Gap from Annual Survey for Entry Level Staff	Continue an Entry Level focus track of webinars Work with other regions to cross-reference	Increased number of Entry Level staff attending webinars	AIMHO 365	Ongoing
	June 2014	Close the Professional Development Gap from Annual Survey for Mid-Level Staff	Continue a Mid-Level focus track of webinars Work with other regions to cross-reference	Increased number of Mid-Level staff attending webinars	AIMHO 365	Ongoing
	June 2014	Provide access to multiple programming models	Link ACUHO-I's Model Library to the AIMHO website		Webmaster	

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	June 2014	Train content providers how to update their content in a timely fashion	Reorganize site map, train content updaters how to use it	Site map redone Training sent out	Webmaster	September 15, 2014
	June 2014	Introduce AIMHO members to the website as a resources	Create website introduction video of resources	Video created Video approved Video posted	Webmaster	September 15, 2014

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Create a culture of investment	June 2012	Members are leaders and involved at Regional and National Level	Shoulder tap new folks with leadership potential	Each Exec/Committee sends e-mail (19 e-mails)		
	June 2012		Communicate available opportunities (NHTI, etc.)	An article/ad in every issue of the Angle	Marketing	Ongoing 7/2014
	June 2012		Share personal testimony from Alumni and Execs about how they got involved	Alumni/Exec Blog Posts or Hosts Webinar	Program Marketing Executive Committee	Ongoing
	June 2014		Scholarships Newcomer Orientation Video			
	June 2014	Create a culture of reflection and reinvestment	Scholarship recipients find various ways to share how they have learned from our region	Angle Articles Webinars Program Presentations	Marketing Program AIMHO 365	Ongoing
	June 2014	AIMHO Members develop and share their knowledge	Create topic-specific programs/learning	Gap analysis and conference evaluation	Program	
	June 2014		Support members in opportunities for higher learning by requiring learning outcomes for program proposal submissions	Program proposal submissions	Program	
	June 2014		Create opportunities for reciprocal learning through individual members			
	June 2012		Invite members to present academic research at poster session during the conference			Ongoing
	June 2014					
June 2012	Intentional Welcome Program	Utilize returning members to outreach to new members			Replaced in June 2014	

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	June 2013	Members are leaders and involved at Regional and National level	Connect AIMHO College Alumni to current class of participants		AIMHO College	Fall 2014
Create a culture of investment	June 2012	Create financial revenue source outside of Conference/Annual Dues	Develop a Balanced Budget approach to annual budget development predicated			
	Fall 2013		Develop and adopt a formal budget revision process where unanticipated fund surplus or unanticipated expenses can be managed in the same Fiscal year			Completed
	June 2012		Dedicate funds as part of the annual budget process to create a standing (liquid) Reserve Fund and endowment to spin off annual interest			Completed – note, Reserve Fund is NOT investment fund
	June 2014		Create Financial Investment Committee to advise on generating funding from investments			Completed – note, name is now AIMHO Advancement Committee
	June 2012		Explore Endowment opportunities for AIMHO including establishment of an “AIMHO Foundation” or potential investment of AIMHO Funds through the ACUHO-I Foundation			
	June 2012		Volunteer Exchange	Hold Scholarships recipients for volunteer roles		
	June 2012	Connect with Executive Members, Committee Chairs				Replaced in June 2014

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	June 2014		Connect with Executive Members, Committee Chairs through an orientation video and interactions at Newcomers' Orientation		Program	Update every summer meeting
Create a culture of investment	June 2013	Track and recognize institutions and their involvement in the Association through program submissions and committee involvement	Work with Program Committee to obtain this information and highlight this information at the annual conference	Have 60% of our member institutions submit a program proposal and/or have committee involvement	Awards & Recognition	
	June 2013	Recognition of new member schools and existing schools as well as the longevity of their membership	Send a new member welcome packet as well as historical information of other schools and their regional involvement	Work with SPR/President to send this information out Continuous follow up with new member schools	Awards & Recognition	
	June 2013	Maintain intentional process for selection of strong SHO Committee and Faculty	Intentional recruitment of SHO Committee members: -seasoned professionals (at least 10 years in the profession) -experience as a SHO Intentionality about faculty: -what topics can be covered by committee members -what topics should be covered by others with more expertise than current committee members	Process was followed	SHO	Annual

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Create a culture of investment	June 2014	SHO Institute continues to be a fiscally self-sustaining program	<p>Continue to secure corporate sponsorship</p> <p>Increase roll-over so that SHO Institute can be self-sustaining if corporate sponsorship were to end</p> <p>Evaluate registration fee to be sure it remains affordable for participants while covering appropriate percentage of costs</p>	<p>Carry forward at least 110% of expenses from previous year</p> <p>Annually increase rollover toward goal of having at least 2 years of expenses in reserve</p>	SHO	Annual
	June 2013		Create a budget process that allows for appropriate funding of committee functions, maintenance of financial reserves, and the creation of an investment fund	A balanced budget, approximately \$25k in cash savings and a growing investment fund	Executive Committee	Ongoing
	June 2013		Create an investment committee to manage the investments of the Association	A committee of four to six individuals are appointed to manage the investment pool	Executive Committee	In progress
	June 2013	Scholarship opportunities for regional conference attendance	Look at the possibility of decreasing the amounts so we can offer more scholarships		SPR Member at Large, Senior	
	June 2013	Promote more use of the Association website as an avenue for job postings	Discontinue the use of the AIMHO Listserv to push job openings and have them posted on the Association website. Allow members to receive e-mail notifications when a new posting has been uploaded	Have those searching complete an online form that can upload information to the website regarding the job posting	Webmaster Executive Committee	Ongoing

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Create a culture of investment	June 2014	Recognize institutions for new partnerships and initiatives since the previous conference	Gather information from institutions on new partnerships/ventures with LLCs, Faculty in Residence programs, and/or other academic initiatives within the residential setting Highlight new builds/renovations from the previous conference during the awards slideshow, AIMHO history booth, or Poster Session	Outreach to all member institutions, have 60% of our member institutions provide feedback (not all of our institutions will have done such initiatives in one year so we can't expect 100%)	Awards & Recognition	Annual
	June 2013	AIMHO College history is referenced and regarded as a strong foundation for ongoing improvement of the College	Develop standardized documentation for historical use House information on Committee web page	Documents are easily accessible on AIMHO Website	AIMHO College	Fall 2014 Ongoing