

Strategic Goal Action Plan Form

Our Strategic Goal:	Increasing communication, advocacy, and visibility
Members of our Team	Angela, Chris, Edryn, Jen, Louise, Amy Hairston, Devon Rafanelli, Laura Hicken, Krystal Williams To increase and strengthen visibility

Step No.	Steps to Achieve the Goal	Time Needed to Complete This Step	Resources Needed to Complete This Step	Specific People Who will lead this step for the team
1	Inventory, analyze, and reflect on current visibility initiatives-how we present ourselves to stakeholders	1 Month	Executive Director Archives	President of MMEA and President Elect of each component
2	Seek input and identify gaps in visibility efforts from stakeholders for refining current initiatives	2 months	Survey	President of MMEA and President Elect of each component
3	Canvas other state MEA's, public relations specialists, and other arts organizations to identify new visibility initiatives to fill the gaps to find new visibility initiatives	2 months	Contact information for other MEA's, PR, and arts organizations Public Relations-E. Lasko, T. Kerns-CMA	President of MMEA and President Elect of each component
4	Report out to the full executive board visibility recommendations	1 meeting	Report findings	President of MMEA and President Elect of each component
5	Create team(s) to develop new activities	3 months	Exec. Board Conflict of interests?	President of MMEA and President Elect of each component
6	Put visibility initiatives into action	Year 2		
7	Re-evaluate current visibility using rubric	Year 3		