

**NMSAHU Strategic Planning
Fiscal Year 2009-2010**

Media/ Communications- Lori Flint	
Today's Status	Bi-Monthly newsletter, Blast E-mails, postcards, legislative information/fundraiser
Future Objective	Touch the membership 4 – 5 times a month with everything from newsletters to advantages of membership flyers, emails etc. Get articles or quotes in newspaper.
End Results	Establish value by showing value. Increase and maintain membership
Action Steps	<ol style="list-style-type: none"> 1. Talk with other chairs to get information they want to convey. 2. Check national website for what's new. 3. Work closely with membership chairs to communicate membership perks.
Who/What Group?	President, Membership chairs, all board chairs
By When?	Immediately
Obstacles	Responsiveness of other chairs, time, own business
Cost	Postage - \$200 per month, paper \$13 per month, ink \$30 per month