**Strategic Tactics – Member Offering Tracking**

**<name of member offering>**

**Strategic Framework, Timing and Responsibilities**

*Updated: <date>*

**Strategic Framework**

**Objectives:**

1. Insert the objectives that match the strategic plan.

**Audiences:**

1. State who the offering impacts. (ie. members, other relevant health professionals, media, consumers and legislators)

**Tactics to Help Achieve Objectives:**

1. Insert the tactics that match the strategic plan

**Example: IAND Website**

Tactics

1. Keep website up-to-date and relevant for all audiences
   1. Develop and share responsibilities and timing with key website contributors
   2. Encourage usage of IAND emails to help streamline communications and maintain comms history
   3. Recruit sufficient committee members and train annually
   4. Implement Webnoxious Project Manager Software
2. Update website navigation to make it easier for all audiences
   1. Create a user friendly landing page
3. Track what works and doesn’t work
   1. Initiate a regular analytics and reporting procedure

**Timing and Responsibilities**

* **Logistics**
  + **April:** Web Team to send new LT respective emails

| **Category / Team** | **April** | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **March** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **What’s New: President’s Message (President)** | Submit April Message | Submit June 1 Message | Submit June Message | Submit July Message | Submit August Message | Submit Sept Message | Submit Oct Message | Submit Nov Message | Submit Dec Message | Submit Jan Message | Submit Feb Message | Submit March Message |
| **Districts Pages (District Presidents; DPs)** |  | Submit District Page Updates to Web Team, including Headshots for June 1 Launch |  |  |  |  |  |  |  |  |  |  |
| **Spring Assembly (CPI Chairs)** |  |  |  | Post Assembly Call for Proposals |  | Post Assembly Registration |  |  |  |  |  | Post Assembly Handouts |
| **Newsletter (Bulletin Chairs)** |  | Post Newsletter |  |  |  |  | Post Newsletter |  |  | Post Newsletter |  |  |
| **Elections (Nomination Chairs)** |  |  |  |  |  |  |  | Post Ballot |  | Open Voting | Announce Election Results |  |
| **Awards (Award and Grants Chairs)** |  |  |  |  |  | Post Award Submission Information |  |  |  |  |  |  |
| **Advocacy Day (State Policy Representatives)** |  |  |  |  |  |  |  |  |  | Post AD Event Information | Open AD Registration |  |
| **Public Policy Workshop (Public Policy Coordinators)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Macro Issues (Delegate)** | Submit Updates |  |  | Submit Updates | Submit Updates |  |  |  |  |  |  | Submit Updates |
| **Continuing Education (CPE Chairs)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **In the News (Media/Marketing Chairs)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Sponsorship Page (Executive Director)** |  | Submit Sponsor Logo’s for June 1 Launch |  |  |  |  |  |  |  |  |  |  |
| **Current and Relevant Reviews (Website Chairs)** |  | Review and Update Site as Needed | Ask Districts and Committees for Updates |  | Review and Update Site as Needed | Ask Districts and Committees for Updates |  | Review and Update Site as Needed | Ask Districts and Committees for Updates |  | Review and Update Site as Needed | Ask Districts and Committees for Updates |
| **Analytics and Reporting (Website Chairs)** | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM | Distribute Report to LT at EOM |
| **Web Planning (Website Chairs)** | Incoming and Outgoing Web Team Meets to Develop AOP; Discuss and Finalize Web Contract | |  |  |  |  |  |  |  |  |  |
| **Landing Page Update (Website Chairs)** |  |  |  |  |  | Work with Melissa on Design and Functionality | Launch New Landing Page |  |  |  |  |  |