

Strategic Goal	Objective	Measurements	Actions and Due Dates	Responsible party
LEADERSHIP DEVELOPMENT				
Identify and develop leaders for RRHIMA and the profession	To energize members to pursue and develop leadership skills within our profession and organization	<ul style="list-style-type: none"> • Increased number of members eligible to be on ballot • Number of members in charge of committees or projects • Numbers of members presenting and facilitating in SIGs and education sessions • Number of volunteer opportunities throughout association year • Number of education programs on career and leadership topics 	<ul style="list-style-type: none"> • Post new board to RRHIMA and NYHIMA page in July. • Advertise BOD eligibility criteria and perks on RRHIMA website • Encourage RRHIMA members to join AHIMA and NYHIMA and provide links to AHIMA and NYHIMA membership page on RRHIMA website • Appoint non-BOD members to leadership roles on committees or projects. • Post regional job postings on RRHIMA website • Develop recognition program for career advancement, exam accomplishment, etc. and offer an award for achievement • Provide Leadership and career development education programs • Promote RRHIMA to students living in RRHIMA area 	BOD members
GOVERNANCE				
Sustain a strong infrastructure to support RRHIMA operations	Ensure sustainability, continuity, and consistency of RRHIMA	<ul style="list-style-type: none"> • Up to date procedure manual • Annual budget • Up to date financial records • Centralized storage and organized administrative records 	<ul style="list-style-type: none"> • Update the procedure manual regularly • Update the by-laws at least annually; per procedure manual in compliance with NYHIMA • Review the strategic plan at each BOD meeting and update as needed • Maintain the financial ledger – give financial report at every meeting • Develop and maintain a budget • Measure/reconcile budget 	BOD; Primarily Treasurer, President, and Directors

Strategic Goal	Objective	Measurements	Actions and Due Dates	Responsible party
<ul style="list-style-type: none"> Maintain accurate current and archival records 				
EDUCATION				
Provide cost effective educational programs that meet AHIMA core content areas and emerging roles	Offer a minimum of 15 CEUs per association year. Create educational opportunities amongst other healthcare related professions	<ul style="list-style-type: none"> Number of CEUs offered via webinar and in-person education sessions and meetings throughout the program year Number of CEUs offered at Annual Meeting Number of CEUS provided to attendees at SIG meetings and other events Number of education sessions held Number of CEUs offered per domain Number of SIG meetings and other events held attendance and evaluation results 	<ul style="list-style-type: none"> Publish Fall and Spring education calendars on RRHIMA website/social media, and send to members (and non-members) at least one month prior to first education session Education session announcements/ registration info per procedure manual. Education session and SIG meeting Zoom scheduling, evaluation form and CEU form creation, and follow-up email development and deployment per procedure manual Analyze, summarize and publicize education program results Publish, announce and showcase CEU offerings from SIG meetings Conduct member surveys to solicit topic ideas and potential speakers 	2 nd year Education Director with assistance from 1 st year Education Director and committee and Communications Director
MEMBERSHIP GROWTH and ENGAGEMENT				
Grow membership and engage members through volunteer and networking opportunities	100+ dues paying and Emeritus members <ul style="list-style-type: none"> 5% new member growth each year. 5+ Student members each year 	<ul style="list-style-type: none"> Number of dues paying and Emeritus members Number of new members Number of student members 	<ul style="list-style-type: none"> Make it easy to join and renew membership and update profile via website Publicize benefits of membership on website and in membership renewal email Publicize FREE Emeritus and student membership Send emails and reminders to join or renew monthly and with education registration information Send new members a welcome packet of information (electronic format) 	Director or Membership Engagement and Communications Director (and/or designees)

Strategic Goal	Objective	Measurements	Actions and Due Dates	Responsible party
			<ul style="list-style-type: none"> Obtain list of all AHIMA and NYHIMA members who live in region from NYHIMA, and directly contact any who are not currently a RRHIMA member. 	
	Increase online presence and utilization of online vehicles to promote member engagement in RRHIMA activities	<ul style="list-style-type: none"> Number of friends on Facebook/LinkedIn page Number of Facebook/LinkedIn likes Number of visits on website Number and frequency of new items posted on Facebook Number and frequency of updates to website 	<ul style="list-style-type: none"> Expand social media presence with more posts Monitor and respond to emails in RRHIMA gmail account within 24 hours. Update RRHIMA website weekly. 	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. Annual Picnic in August Mid-Year event in January Annual Meeting 	Past President with help from BOD and appointed RRHIMA members
	Hold 3 business meetings in conjunction with education session or other RRHIMA event	Report at BOD/Business meetings	List business meetings on RRHIMA site. Send email announcements and reminders Post on Facebook and LinkedIn	RRHIMA President/RRHIMA BOD
	Create opportunities and incentives for members to volunteer	<ul style="list-style-type: none"> Number of volunteer opportunities Number of members who volunteered 	<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. 	RRHIMA BOD
	Survey members about what 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.	Director of Membership Engagement