



1. Maintain a fiscally sound budget

- Have Treasurer send monthly reports to Board for their review prior to each board meeting for more careful review
- Hold Committee Chairs accountable for submitting complete financial documentation for events
- Host successful Fall & Spring Fundraisers to raise money for the scholarship fund

2. Increase new member retention

- As President, reach out to each new member
- Have a greeting committee of board members at events
- Include a \$5 Gamma Buck in each new member packet to be used to offset cost of attending an event (pending budget approval)
- Continue to update events to make them more attractive to new members
- Reach out to members who haven't attended in a year

3. Increase event attendance

- Enhance events to include: facility tours, Director's Forum/Chat, and/or Keynote Speakers
- Encourage "out of the box" thinking with each committee chair
- Coordinate events in each region of Gamma's territory and rotate the event location on a yearly basis
- Increase benefits based marketing (WIIFM)

4. Increase Gamma's social media participation

- Update Facebook more often
- Provide highlights of members' events, programs, etc.
- Post job opportunities as they become available

5. National Advocacy

- Educate members of National's role and their importance
- Hold National to the standards and rules set forth in the bylaws

6. Develop membership to allow for more effective succession planning

- Pairing two members to co-chair events (one member with experience with the event/one without)
- Create a manual for each Executive Board position
- Create a manual for each event and/or program
- Begin recruiting efforts for Executive Board & Committee Chairs early in the year

"Everyone you will ever meet knows something you don't." - Bill Nye