



Strategic Plan Pillar	Goal	2020
Advocacy: thought leadership	Conduct 15 grassroots visits VIRTUALLY	Green
	Reach \$30k \$15k PAC fundraising	Green
	Develop one NF Quality Proposal	Green
	Develop one Workforce Proposal (including removing barriers to entry)	Green
	Drive statewide MOLST recognition campaign through regional work	Green
	Adapt member support, including to provide one-on-one assistance when needed	Green
	Launch campaign to position LAO members as proactively as possible for next biennial budget	Green
	Move Statewide Service Coordination model to launch position	Yellow
Advocacy: survive & thrive	Host two sets of regional gatherings for leadership	Green
	Increase # of opportunities for gatherings by discipline and increase member organization participation virtually	Green
	Engage collaboratively with OMDA to create joint opportunity	Green
	Prepare and disseminate Economic Impact Study, using existing data sources to maximize depth/breadth	Yellow
	Prepare 2020-2021 Advocacy Agenda; communicate through multiple media channels	Green
Identity: grow membership/revenue streams	Identify and gain at least one high quality proprietary nursing home member	Red
	Identify and gain at least one hospital/health system	Red
	Identify and gain at least one new member type through advocacy engagement	Green
Identity: grow understanding provider to provider; provider to vendor	Create tools for building member understanding of palliative care	Green
	Research and, if possible, launch vendor evaluation tool - crowd sourced with provider comment	Red
	Build technical white paper tool box	Green
	Create Business Advisory Council	Green
Workforce/Technology	Create workforce legislation: ERN/C3PO/WisCaregiver model	Green
	Maximize opportunities to educate millennials via social media	Green
	Launch CTLYB marketing campaign with "pick-up" by ODE or other organization	Green
	Identify and mobilize campaign to build number of individuals entering aging/end-of-life fields	Yellow
	Identify Employee engagement tool to enhance staff retention	Green
Member Value	Create and launch semi-annual brief survey of members and associate members	Yellow