



### Goals:

- 1) Ensure that the Board of Directors is fulfilling the mission of the Association by ensuring overall organizational relevance and sustainability by:
  - Objective 1: Establishing an association budget and strategic plan for 2018-19, ensuring financial sustainability.
  - Objective 2: Reviewing/revising existing handbooks and policies, and by laws to ensure continued relevance; establish new policies and procedures as necessary.
  - Objective 3: Conducting a full review of all board position descriptions in order to ensure continued relevance; establish new positions as necessary.
  - Objective 4: Conducting a full review of all standing committee charters in order to ensure continued relevance; add or remove committees as necessary.
  - Objective 5: Investigating membership categories and due structures; provide recommendations for potential changes.
  - Objective 6: Investigating potential change to the Association's fiscal year.
  - Objective 7: Investigating possibilities for hiring an administrative assistant.
  - Objective 8: Continuing collaboration with historic statewide partners while enhancing collaboration with others.
  
- 2) Migrate MACRAO's website to a new platform and evaluate other technological resources for opportunities for improvement by:
  - Objective 9: Migrating to a new web platform with enhanced communication tools.
  - Objective 10: Migrating to a new membership management tool.
  - Objective 11: Evaluating options for a new event management tool.
  - Objective 12: Investigating and provide recommendations for document storage tool.
  - Objective 13: Investigating and provide recommendations for the adoption and purchase of a webinar tool.
  
- 3) Improve overall communication to and between members by:
  - Objective 14: Filling vacant Newsletter Editor position.
  - Objective 15: Expanding of Organization's utilization of social media tools.
  - Objective 16: Reviewing current communication needs to identify opportunities for improvement.