**HOSA STATE EXECUTIVE COMMITTEE**

**PROGRAM OF WORK**

**2019-2020**

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| **GOALS FOR THE STATE ASSOCIATION** | **PLANS FOR ACHIEVING GOALS** | **TIME LINE** |
| MEMBERSHIP1. Increase state membership in both active and alumni members.
 | 1. State Officers will create letters of information and welcome to secondary and middle school advisors.
* Letters will be emailed to all advisors by the HOSA State Advisor and will be shared through social media by the officers, if appropriate
* Letters will be sent every other month, beginning in August
* Letters will include upcoming events and activities
 | 1. August – February
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| LOCAL CHAPTER PARTICIPATION 1. Increase the state’s local chapter participation in HOSA and HOSA related activities.
 | 1. State Officers will create a Google Form for Alabama HOSA Advisor or the Quarter.
* Form will be proofed by State Officer Advisors and State HOSA Advisor prior to its release
* Officers will use social media and emails to promote the award
* Officers will use social media to recognize the award winners
1. Officers will use social media to promote and recognize local HOSA chapters’ community involvement and HOSA activity participation (i.e. HOSA Week)
* A monthly hashtag will be used to track activity (#ALHOSAStrongSept)
* HOSA week dress up days will be included in this competition
1. HOSA Week emphasis. Officers will create a letter to advisors encouraging members to participate in HOSA Week Dress Up Days.
* Advisors will proof letter
* State Advisor will distribute the letter
* Officers will also promote these activities during visits
* Days include: HOSA Spirit Day, NSP Day, Health Profession Day, Disney Day, and Western Day
1. Officers will visit local HOSA chapters
* Offers to visit will be made to advisors at Summer Conference
* Small chapters will be targeted through individual contacts and offers of visits and workshops.
 | 1. September, November, January
2. Monthly, begin in August
3. October, November
4. August - SLC
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| COMMUNICATION, INTERACTION, AND PUBLIC RELATIONS1. Increase communication and HOSA awareness through early initiative programs and social media.
 | 1. Alabama HOSA will continue to offer the HOSA Spotlight Recognition Event.
* Promotion through social media and advisor emails
1. Officers/Advisors will communicate and interact with Alabama HOSA members through social media a minimum of twice every two weeks.
2. Officers will host Q&A sessions with HOSA members through Instagram a minimum of every other month.
* Members send in questions and officers reply
 | 1. April – SLC
2. April – Feb
3. May – Feb
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| INCREASE LEADERSHIP CHARACTERISTICS THROUGH HOSA1. Increase leadership characteristics, chapter effectiveness, and participation in community service.
 | 1. Officers will revise and update HOSA workshops
* Information on running for state office will be included in each workshop if requested.
1. Officers will provide workshops at JLDC designed to teach leadership characteristics
* Potentially to include: Jon Ross/ Teamwork, Lasonya/Confidence and Self-Awareness, Emmali/Sportsmanship and Modesty, William/Communication
* Officers will attend the CTE Leadership Summit and the ILC State Officer Training
* Officers will develop the finalized plan at that time after the training sessions mentioned above.
 | 1. April
2. December
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| **EVALUATION** (Criteria used to determine to what degree goals will be achieved.)1. State membership will increase by a minimum of 60 active members, or by a minimum of 100 members when including alumni membership.

(2018-19 membership 9,496, Alumni 652)1. Participation in the State HOSA Spotlight event will include a minimum of 10 chapters.

(2018-19 – 8 chapters)1. Participation in the Advisor of the Quarter event will include a minimum of 5 chapters.

(pilot year)1. Participation in the Active HOSA Chapter event will include a minimum of 5 chapters.

(pilot year)1. Officers will make a minimum of 40 chapter visits providing workshops and encouraging participation.

(2018-19, 36 visits)1. Social media engagement will increase in Instagram, Twitter, Facebook, and YouTube

*(Emmali to gather current data and provide updates on progress at each meeting)**Social media posts (>2/every other week), Instagram Q&A bimonthly), Advisor Recognition (quarterly), Chapter Participation Recognition (Monthly)* |