# HOSA STATE EXECUTIVE COMMITTEE PROGRAM OF WORK

**2020-2021**

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| **GOALS FOR THE STATE ASSOCIATION** | **PLANS FOR ACHIEVING GOALS** | **TIMELINE** |
| **MEMBERSHIP** | 1. State Officers will create letters of information and welcome to postsecondary, secondary, and middle school advisors.
	* Letters will be created to encompass all levels of HOSA classification in order to raise efficiency. They will include upcoming events, activities, and outstanding chapter recognitions.
	* 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 for postsecondary members will be emailed directly to them.
	* Letters will be sent every month, beginning in September
2. State Officers will create letters of information to alumni members.
	* Letters will be emailed to all alumni members by the HOSA State Advisor.
	* Letters will be sent in June and December.
	* Letters will include updates, upcoming events, and opportunities available to alumni members.
3. State Officers will emphasize the formation of relationships between all HOSA chapters within their communities.
	* State Officers will create monthly activities for chapters to do with middle school groups that will be shared through social media and newsletters.
	* State Officers will encourage high school chapters to recognize postsecondary members that were past secondary participants.
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|  | 1. | September – March |
| 1. Increase state membership in both active and alumni members. |  |  |
|  | 2. | June, December |
|  | 3. | Monthly, begin in September |

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| **LOCAL CHAPTER PARTICIPATION** | 1. State Officers will create a Google Form for Alabama HOSA Outstanding Advisor
	* 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
2. 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
3. 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
	* Officers will also promote these activities through social media. Chapters participating in the activities will be featured on social media pages.
	* Days include: HOSA Spirit Day (Mon), Health Professions Day (Tues), Superhero Day (Wed), NSP Day (Thurs) and Beach Day ( Fri).
4. Officers will visit local HOSA chapters
	* Offers to visit advisors at Summer Conference
	* All chapters will be targeted through individual contacts and offers of visits and workshops.
 | 1. | December |
| 1. Increase the state’s local chapter participation in HOSA and HOSA related activities. | 2. | Monthly, begin in August |
|  | 3. | October, November |
|  | 4. | September - SLC |

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| **COMMUNICATION, INTERACTION, AND PUBLIC RELATIONS**1. Increase communication and HOSA awareness through social media. | 1. Alabama HOSA will continue to offer the HOSA Spotlight Recognition Event.

- Promotion through social media, advisor emails, and letters.1. Officers/Advisors will communicate and interact with Alabama HOSA members through social media a minimum of twice weekly.
2. Officers will create YouTube videos showcasing major events for HOSA members.
	1. Compilations of activities and events will be showcased after the event has finished.
	2. YouTube videos will be shared through social media and newsletters.
3. Officers will host Q&A sessions with HOSA members through Instagram a minimum of every month.
* Themes for Q&A sessions will be decided a month beforehand.
* Members send in questions and officers reply.
* Officers will also prepare questions that they anticipate will be asked.
 | 1. | May – SLC |
| 2. | May – Feb |
| 3. | ILC, JLDC, SLC |
| 4. | June - Feb |
| **INCREASE LEADERSHIP** | 1. Officers will revise and update HOSA workshops
	* Information on running for state office will be included in each workshop if requested.
	* Adjustments for middle school chapters will be included in each workshop as needed.
	* State Officers will emphasize in their visits for secondary members to become postsecondary and alumni members.
2. Officers will provide workshops at JLDC designed to teach leadership characteristics
	* 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.
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| **CHARACTERISTICS THROUGH** | 1. | May |
| **HOSA** |  |  |
| 1. | Increase leadership |  |  |
| characteristics, chapter | 2. | December |
| effectiveness, and participation in |  |  |
| community service. |  |  |
| **EVALUATION** (Criteria used to determine to what degree goals will be achieved.)1. State membership will increase to a minimum of 10,000 members.(2018-19 membership 9,496, Alumni 652) (2019-2020 membership as of 5/28/20 9,959; 952 alumni) |

2. JLDC attendance will increase by 20 HOSA members. (2019 attendance- 505)

3. Middle School membership will increase by a minimum of 50 members.

4. Participation in the State HOSA Spotlight event will include a minimum of 10 chapters. (2018-19 – 8 chapters) (2019-2020- 5 chapters)

5. Officers will make a minimum of 40 chapter visits providing workshops and encouraging participation. (2018-19, 36 visits) (2019-2020- 32 visits)

6. Social media engagement will increase in Instagram, Twitter, Facebook, and YouTube

*(Madison to gather current data and provide updates on progress at each meeting)*

*Social media posts (>2/every week), Instagram Q&A (monthly) Youtube Videos (after major events)*