



**HOSA STATE EXECUTIVE COMMITTEE
PROGRAM OF WORK
2020-2021**



GOALS FOR THE STATE ASSOCIATION	PLANS FOR ACHIEVING GOALS	TIMELINE
<p>MEMBERSHIP</p> <p>1. Increase state membership in both active and alumni members.</p>	<ol style="list-style-type: none"> 1. State Officers will create video updates of information and welcome to postsecondary, secondary, and middle school advisors, as well as alumni members. <ul style="list-style-type: none"> - Videos 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. - Videos will be emailed to all advisors by the HOSA State Advisor and will be shared through social media by the officers, if appropriate - Videos for postsecondary members will be emailed directly to them. - Videos will be sent every other month, beginning in September 2. State Officers will emphasize the formation of relationships between all HOSA chapters within their communities. <ul style="list-style-type: none"> - 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. 3. State Officers will feature Alumni members through an Alumni Monday on Instagram. 	<ol style="list-style-type: none"> 1. September – March 2. Monthly, begin in September 3. Weekly

<p>LOCAL CHAPTER PARTICIPATION</p> <p>1. Increase the state's local chapter participation in HOSA and HOSA related activities.</p>	<ol style="list-style-type: none"> 1. State Officers will create a Google Form for Alabama HOSA Outstanding Advisor <ul style="list-style-type: none"> - 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) <ul style="list-style-type: none"> - 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. <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Offers to visit will be made to advisors at Summer Conference - All chapters will be targeted through individual contacts and offers of visits and workshops. 	<ol style="list-style-type: none"> 1. December 2. Monthly, begin in August 3. October, November 4. September - SLC
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<p>COMMUNICATION, INTERACTION, AND PUBLIC RELATIONS</p> <p>1. Increase communication and HOSA awareness through social media.</p>	<ol style="list-style-type: none"> 1. Alabama HOSA will continue to offer the HOSA Spotlight Recognition Event. <ul style="list-style-type: none"> - Promotion through social media, advisor emails, and letters. 2. Officers/Advisors will communicate and interact with Alabama HOSA members through social media a minimum of twice weekly. 3. Officers will create YouTube videos showcasing major events for HOSA members. <ol style="list-style-type: none"> a. Compilations of activities and events will be showcased after the event has finished. b. Youtube videos will be shared through social media and newsletters. 	<ol style="list-style-type: none"> 1. May – SLC 2. May – Feb 3. ILC, JLDC, SLC
<p>INCREASE LEADERSHIP CHARACTERISTICS THROUGH HOSA</p> <p>1. Increase leadership characteristics, chapter effectiveness, and participation in community service.</p>	<ol style="list-style-type: none"> 1. Officers will revise and update HOSA workshops <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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. 	<ol style="list-style-type: none"> 1. May 2. December
<p>EVALUATION (Criteria used to determine to what degree goals will be achieved.)</p> <ol style="list-style-type: none"> 1. State membership will increase to a minimum of 10,000 members. (2018-19 membership 9,496, Alumni 652) (2019-2020 membership as of 4/22/20 9,923) 2. JLDC attendance will increase by 20 HOSA members. 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)