

**HOSA STATE EXECUTIVE COMMITTEE  
PROGRAM OF WORK  
2021-2022**

GOALS FOR THE STATE ASSOCIATION	PLANS FOR ACHIEVING GOALS	TIMELINE
<p><b>MEMBERSHIP</b></p> <p>1. Increase State membership in both active and alumni members.</p>	<ol style="list-style-type: none"> <li>1. State Officers will create videos/ newsletters to update advisors, active and alumni members on upcoming events, opportunities, deadlines, etc.               <ul style="list-style-type: none"> <li>- Every other month starting in August (Preferably written in the previous month before it is sent, ex. videoed in January and sent beginning of February)</li> <li>- The video/ newsletter would be sent to the Alabama HOSA State Advisor to be given to the local chapters.</li> </ul> </li> <li>2. State Officers will reach out to current and possibly upcoming Middle School Chapters.               <ul style="list-style-type: none"> <li>- We would promote State Officer School Visits through Social Media, videos, newsletter, etc. to let them know Officers can visit them if requested.</li> <li>- Officers will develop a form of communication to directly reach out to middle school chapters to inform them of HOSA and the possibility of an officer visit or starting a chapter.</li> </ul> </li> <li>3. State Officers will promote the benefits of being an Alumni member to current high school seniors.               <ul style="list-style-type: none"> <li>- Promotions through social media, videos, and newsletter.</li> <li>- Alumni aspects will be focused on during school visits.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. August 2021- February 2022</li> <li>2. August 2021- February 2022</li> <li>3. August 2021- February 2022</li> </ol>
<p><b>LOCAL CHAPTER PARTICIPATION</b></p> <p>1. Increase the state's local chapter participation in HOSA and HOSA activities.</p>	<ol style="list-style-type: none"> <li>1. Alabama HOSA Outstanding Advisor/ HOSA Spotlight Chapter will be continued and promoted through state officers               <ul style="list-style-type: none"> <li>- Google form will be used to apply for recognition.</li> <li>- Officers will use social media to promote and recognise winners.</li> </ul> </li> <li>2. Officers will use social media to promote and recognise other HOSA chapters' involvement and activities.               <ul style="list-style-type: none"> <li>- Officers will use monthly hashtags to track activities.</li> <li>- HOSA week dress up days will be recognised on social media.</li> </ul> </li> <li>3. Officers will create a HOSA week challenge to encourage chapter participation in HOSA week.               <ul style="list-style-type: none"> <li>- HOSA Dress Up Days: Mon-College Day, Tue- Health Professions Day, Wed- Western Wednesday(Nashville conf), Thu-NSP Day(Be the Match), Fri- HOSA Spirit Day.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. November 2021- January 15, 2022</li> <li>2. August 2021- February 2022</li> <li>3. November 2021</li> </ol>

	<ol style="list-style-type: none"> <li>4. Officers will promote School Visits through Social Media to increase participation.</li> <li>5. Officers will contact the presidents from all of the local chapters through zoom to help grow their leadership skills, get to know them, and to offer advice.</li> </ol>	<ol style="list-style-type: none"> <li>4. August 2021- February 2022</li> <li>5. September 2021-January 2022</li> </ol>
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<p><b>COMMUNICATION, INTERACTION, AND PUBLIC RELATIONS</b></p> <ol style="list-style-type: none"> <li>1. Increase communication and HOSA through early initiative programs and social media.</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote the Give Me 10- 100 membership event through newsletters and social media to grow the platform.</li> <li>2. Officers/ Advisors will communicate and interact with Alabama HOSA members through social media a minimum of twice a week. <ul style="list-style-type: none"> <li>- Officers will create and attend live videos through Instagram to be able to interact with the members whenever we are meeting for large events.</li> </ul> </li> <li>3. State Officers will create videos on upcoming events to be posted on all social media platforms. <ul style="list-style-type: none"> <li>- Through IGTV on Instagram, links provided on Twitter and Facebook, and on Youtube.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. August 2021- January 2022</li> <li>2. August 2021- February 2022 (as well as ILC, JLDC, WLA, SLC)</li> <li>3. Periodically when meeting from June 2021- February 2022</li> </ol>
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<p><b>INCREASE LEADERSHIP CHARACTERISTICS THROUGH HOSA</b></p> <ol style="list-style-type: none"> <li>1. Increase leadership characteristics, chapter effectiveness, and participation in community service.</li> </ol>	<ol style="list-style-type: none"> <li>1. Officers will revise and update HOSA workshops. <ul style="list-style-type: none"> <li>- Each state officer will take one workshop (101-401) and create a staple video explaining the corresponding workshop.</li> <li>- Madison (101), Nini (201), Ty (301), Olivia (401).</li> </ul> </li> <li>2. Officers will attend JLDC to display the theme of Heroic Leadership. <ul style="list-style-type: none"> <li>- Each officer will have a main goal of growing leadership skills in the conference attendee and run networking sessions at both events.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. June 2021-July 2021</li> <li>2. October 2021</li> </ol>
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<p><b>EVALUATION</b> (Criteria used to determine to what degree goals will be achieved.)</p> <ol style="list-style-type: none"> <li>1. State membership will increase to a minimum of 8,500 members.</li> <li>2. JLDC attendance for Alabama HOSA will increase by 25 members.</li> <li>3. Middle School membership will increase by a minimum of 100 members.</li> <li>4. Participation in the State HOSA Spotlight Event will increase to a minimum of 8 chapters.</li> <li>5. Participation in the Give me 10-100 will increase to a minimum of 5 chapters.</li> <li>6. State Officers will make a minimum of 24- chapter visits providing workshops and encouraging participation.</li> <li>7. Social Media engagement will increase on Instagram, Twitter, Facebook, and Youtube.</li> </ol>
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