



STRATEGIC PLAN

Fall 2015 – Fall 2018

OUR MISSION

Dedicated to serving and supporting the needs of those impacted by a bleeding disorder through education, advocacy and community

OUR VISION

Become the recognized voice and go-to resource for those impacted by a bleeding disorder

Approved January 17, 2016

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Deadline
Add part-time staff person to be located in office that will support administrative and bookkeeping needs	<ul style="list-style-type: none"> Define role for new staff person Outline job requirements and details (hours, job description, position, salary) Recruit and hire new staff person 	New person oriented to support staff and increase efficiency.	Kelly Waters Executive Committee	Person in place with satisfactory 3-month evaluation completed by April 2016.	Fall 2015 Fall 2015 Fall/Winter 2015/2016
Create a Youth Leadership Program	<ul style="list-style-type: none"> Outline components of leadership program (goals/outcomes, agenda, partnerships) Create clear and specific plan Secure funding Recruit participants and hold program 	Youth leadership program that promotes youth leaders to become more active and involved in their community (i.e. serving on junior boards, participating in advocacy initiatives).	Heather Conner Identified Teen Leaders/Megan Shifflett Megan Midura Zack Bordone Daniel Warren	<ul style="list-style-type: none"> Leadership program held in spring/fall of 2017. Pre/post leadership skills/involvement evaluation completed prior to training and 1 year after training. 	February 2016 Spring 2016 Fall/Winter 2016 Spring or Fall 2017
Ensure resources are available to school and/or medical personnel (i.e. school nurses, ER staff, dentists, etc.)	<ul style="list-style-type: none"> Assess needs (via VHF email distribution list) Identify current resources (NHF, HFA, Industry, HTC) Educate/highlight current resources so VHF community is familiar with what is available to them Create/enhance resources where there is a gap 	Resources are available and easily accessible to share with school and medical personnel.	Heather Conner Kelly Cartwright Sara Rakestraw Megan Lawson Michael Welschonce Program/Outreach Committee	<ul style="list-style-type: none"> At least one resource is shared on a quarterly basis via e-newsletter. At least 2 resources have been enhanced/created based on needs assessment. VHF website directs to resources that can be shared with school and/or medical personnel. 	Spring 2016 Fall 2016 2017 Winter/Spring 2018

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<p>Refresh branding, update educational and outreach materials, plus website redevelopment</p>	<ul style="list-style-type: none"> • Begin researching content for brochures, consult with designer on brand and logo refresh • Begin refresh, begin working on brochure design, begin working on banner and display materials • Writing of brochures, develop flow chart for new website layout • Finalize brochure, logos, banner, and display materials. • Website testing and completion 	<p>Outreach to general community and the bleeding disorder community is timely with a consistent look. There is a variety of mediums available to reach diverse audiences.</p>	<p>Kelly Waters Heather Conner Beth Leftwich Megan Lawson Kelly Cartwright Murai Johnson</p>	<p>Website updated, new brochures/educational materials created.</p>	<p>Fall 2015 Fall/Winter 2015-2016 Winter 2015-2016 Spring 2016 Spring 2016</p>
<p>Enhance programming to ensure it is geographically diverse and targets key populations (families, families with younger kids, adults, young adults, women, men, teens, kids, newly diagnosed)</p>	<ul style="list-style-type: none"> • Assess current programming – including needs assessment and review of calendar • Draft 2017 calendar – noting locations, targeted audiences, and topics • Add/adjust throughout 2017 to meet assessed needs 	<p>Programming is diverse (targeting at least 8 key groups), well attended, and spread-out throughout the state.</p>	<p>Kelly Waters Heather Conner Region Representatives <u>Western</u> Davida Wickline <u>Central</u> Michael Welschonce <u>Eastern</u> Sharon Moore</p>	<p>Programming is tracked – attendance, location, topic, and targeted population. Matches completed needs assessment.</p>	<p>Spring 2016 Fall/Winter 2016 2017</p>

<p>Increase VHF's database of those impacted by a bleeding disorder</p>	<ul style="list-style-type: none"> • Consult with HTC's on opportunities to increase HTC referral system to VHF • Implement ideas/suggestions 	<p>To increase VHF's reach in order to positively impact more individuals impacted by a bleeding disorder</p>	<p>Kelly Waters Melissa Hammack Executive Committee Program/Outreach Committee</p>	<p>Increased participation at VHF events, increased numbers in database</p>	<p>Spring 2016 Fall 2016</p>
<p>Educate general community about VHF and bleeding disorders</p>	<ul style="list-style-type: none"> • Review existing opportunities in the community, options for partnership • Identify and train outreach volunteers to represent VHF at community events • Participate in identified community opportunities and/or partner with other organizations (i.e. PSI, HACA) 	<p>More individuals are informed and aware of bleeding disorders</p>	<p>Kelly Waters Sara Rakestraw Jean Parnell Program/Outreach Committee</p>	<p>Numbers who attended an outreach event, numbers of brochures distributed, number of outreach events VHF participated in</p>	<p>January 2017 Spring/Fall 2017 Late 2017-Early 2018</p>
<p>Increase board engagement, strengthen committee structure, implement strategic plan dashboard, and enhance infrastructure via updated policies, review of bylaws, etc.</p>	<ul style="list-style-type: none"> • Introduce and implement board engagement and score cards • Identify a leader for every committee • Participate in NHF's chapter review • Complete recommended next steps (as appropriate) • Board members complete self-assessments 	<p>Strong and engaged board, active and well run committees, policies/materials are clear and updated</p>	<p>Kelly Waters Jean Parnell Governance Committee Executive Committee</p>	<p>Score cards reflect an active and engaged BOD, high scores with NHF's chapter review structure, needed policies are updated and accessible</p>	<p>Fall 2015 January 2016 February 2016 December 2016 January 2017</p>