STRATEGIC PLAN

Fall 2015 – Fall 2018

Approved January 17, 2016

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
<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Steps</th>
<th>Desired Outcome</th>
<th>Responsible Party</th>
<th>Measurement</th>
<th>Deadline</th>
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</table>
| Add part-time staff person to be located in office that will support administrative and bookkeeping needs | • 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 | • 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 | • 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.) | • 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 | • 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 Winter/Spring 2018 |
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| Refresh branding, update educational and outreach materials, plus website redevelopment | • 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 | 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. | Kelly Waters  
Heather Conner  
Beth Leftwich  
Megan Lawson  
Kelly Cartwright  
Murai Johnson | Website updated, new brochures/educational materials created. | Fall 2015  
Fall/Winter 2015-2016  
Winter 2015-2016  
Spring 2016  
Spring 2016 |
| 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) | • 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 | Programming is diverse (targeting at least 8 key groups), well attended, and spread-out throughout the state. | Kelly Waters  
Heather Conner  
Region Representatives  
Western  
Davida Wickline  
Central  
Michael Welschonce  
Eastern  
Sharon Moore | Programming is tracked – attendance, location, topic, and targeted population. Matches completed needs assessment. | Spring 2016  
Fall/Winter 2016  
2017 |
| Increase VHF’s database of those impacted by a bleeding disorder | • Consult with HTC’s on opportunities to increase HTC referral system to VHF  
• Implement ideas/suggestions | To increase VHF’s reach in order to positively impact more individuals impacted by a bleeding disorder | Kelly Waters  
Melissa Hammack  
Executive Committee  
Program/Outreach Committee | Increased participation at VHF events, increased numbers in database | Spring 2016  
Fall 2016 |
| --- | --- | --- | --- | --- |
| Educate general community about VHF and bleeding disorders | • 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) | More individuals are informed and aware of bleeding disorders | Kelly Waters  
Sara Rakestraw  
Jean Parnell  
Program/Outreach Committee | Numbers who attended an outreach event, numbers of brochures distributed, number of outreach events VHF participated in | January 2017  
Spring/Fall 2017  
Late 2017-Early 2018 |
| Increase board engagement, strengthen committee structure, implement strategic plan dashboard, and enhance infrastructure via updated policies, review of bylaws, etc. | • 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 | Strong and engaged board, active and well run committees, policies/materials are clear and updated | Kelly Waters  
Jean Parnell  
Governance Committee  
Executive Committee | Score cards reflect an active and engaged BOD, high scores with NHF’s chapter review structure, needed policies are updated and accessible | Fall 2015  
January 2016  
February 2016  
December 2016  
January 2017 |