



# **Board Strategic Planning**

## **2013 Goals**

**January 19, 2031**

## 2013 Objectives and Projects

Following the development of their 2016 Goals, the OSA Board identified objectives and/or projects for the coming year. The list below outlines the Board's agreements on objectives, and identifies the committees taking responsibility for implementation.

1. **User Community Event**—OSA will organize and implement one event to engage the community and raise funds for OSA.
  - Examples: Scavenger Hunt, Orienteering Event, Geo-caching, etc.
  - Committee:
    - ✓ Steve (chair)
    - ✓ Jack
    - ✓ Ellen
    - ✓ Bob
  
2. **Gift Shop Opening**—OSA will open the Visitor Center Gift Shop, with an adequate number of volunteers, in April 2013.
  - Committee:
    - ✓ Liz (co-chair)
    - ✓ Sallie (co-chair)
    - ✓ Jodi
  
3. **Conventioneer Hikes**—OSA will offer recreational opportunities for people attending conventions in Albuquerque.
  - Examples: Hikes, “Ghosts of the Bosque,” etc.
  - Committee:
    - ✓ Murphy (chair)
  
4. **Board Expansion**—OSA will increase the size of its Board.
  - Action: Each Board member will submit two prospects for Board membership and/or OSA volunteering by the March Board meeting.
  
5. **Outreach/Membership Expansion**—OSA will update and expand its outreach materials and use them to help increase OSA membership.
  - Examples: Sponsorship package, including giving levels and membership benefits; place the new logo on a brochure, t-shirt, etc.; create a Facebook page; develop a Power Point presentation; establish a website link, etc.
  - Committee:
    - ✓ Ellen (chair)
    - ✓ Jack
    - ✓ Murphy
    - ✓ Nick