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| **GOAL #1** |  |  |
| Specific | ***Create sustainable a public relations effort on Affordable Housing targeting each elected official annually*** |  |
| Measureable | Create a toolkit comprised of: press/ communication kit; media talking points; handouts; video; Powerpoint |  |
| Attainable | Hire a third party consultant; create an internal committee to guide scope of work, oversight; use $20K from reserves; create an ambassadors group from us; ID six audience/ engagement/ events opportunities to present to. |  |
| Actions: | Year 1: create toolkit; get Denver Mayor to re-do Affordable Housing Summit Forum where our group presents; get on two other panels  Year 2: get on three panels; continue outreach; refine/improve as needed |  |
| Timebound | Year 1: create toolkit; get Denver Mayor to re-do Affordable Housing Summit Forum where our group presents; get on two other panels  Year 2: get on three panels; continue outreach; refine/improve as needed |  |
| **GOAL #2** |  |  |
| Specific | ***Each Board member recruits one person to get involved with Colorado NAHRO within the next 12 months with consideration of trying to represent the geographical diversity of the state.*** |  |
| Measureable | 1.Have recruits attend Board meetings and/or participate on committees with an eye towards the recruits becoming future Board members and NAHRO leaders.  2. Create a Board Members Pledge that addresses participation and attendance [This is more about *how* they will achieve this not so much how it can be measured. All that really needs to be indicated here is that the number of recruits will be tracked]. |  |
| Attainable | Yes, each Board will be held accountable by President |  |
| Relevant | Addresses the issue of the same people always doing all the work for CoNAHRO |  |
| Timebound | Year 1: have recruits attend ? meetings and participate on a committee  Year 2: ? |  |
| **GOAL #3** |  |  |
| Specific | ***Increase skill building for members and commissioners through improved website, establishing a commissioner training pathway, and providing conference workshops.*** |  |
| Measureable | 1. Create a training portal on website that links to national certification opportunities and program information; regional conferences and trainings; and Housing Colorado.  2. Establish a Commissioner training pathway that identifies state and regional needs.  3. Produce a conference session for *Managing Your Career Through NAHRO NPDS* [As with some others, this is more about *how* they will achieve this]. |  |
| Attainable | 1. Dave to do website development with member input and help from Ted  2. Joan to produce a survey of Directors and Commissioners  3. Duane, Penny, Joan, Lauri (?), and Ted to work on conference session  [Again - this is more about *how* they will achieve this not if this work is doable this year]. |  |
| Relevant | Yes, provide enhancements for member and commissioners |  |
| Timebound | Year 1: deadline October 1 for items listed above  Year 2: continue to enhance website as a Professional Development portal; examine social media, and develop a blog for resources sharing |  |
| **GOAL #4** |  |  |
| Specific | ***Identify all relevant upcoming legislation, prioritize by importance and evaluate the impact on funding. Advocate for the top three that have been identified. (State or Federal or both?)*** [This is pretty good]. |  |
| Measureable | Need to identify measures [Not necessarily since it is easily tracked e.g. they did or did not advocate for the to 3?”] |  |
| Attainable | Suggest hiring lobbyist using reserve funds. |  |
| Relevant | Funding is critical to industry future |  |
| Timebound | Year 1: Hire Lobbyist  Year 2: Evaluate progress, repeat process or revise; initiate legislation |  |
| **GOAL #5** |  |  |
| Specific | ***Integrate Colorado NAHRO Business Plan and Committee Work with National NAHRO Business Plan and Committee Work*** |  |
| Measureable | 1. CoNAHRO to create an annual work plan prior to the March Legislative conference each year that is then communicated to national NAHRO for distribution to its committees. NAHRO will be asked to consider integrating the identified priorities with its business/ strategic plan.  2. CoNAHRO to identify the national NAHRO business/ strategic plan goals that CoNAHRO will act on and review this with the national leadership at the bi-annual leadership retreat or send it the NAHRO steering committee in years when the leadership retreat is not occuring . [Again, more of an action plan. The question is what will be the specific outcomes of integrating the CoNAHRO and National NAHRO business plans?? They are closer to this in #2 below]. |  |
| Attainable | 1. Work plan to be created in conjunction with the January planning retreat similar to the one just conducted.  2. CoNAHRO representatives attending the bi-annual leadership retreat will communicate the identified goals from NAHRO’s business/ strategic plan that CoNAHRO will be acting on. [So, can this reasonably be done in 2016?] |  |
| Relevant | Will help address the lack of current integration between national NAHRO and CoNAHRO. |  |
| Timebound | Year 1: Develop work plan and get it to NAHRO by March 1.  Year 2: Review NAHRO business/ strategic plan and communicate action items to NAHRO. |  |