

GOAL 1: Grown Membership and Strengthen Relationships with Current Members		
1.1 Membership Growth		
1.2 Develop a strong contributing membership base		
Short Term:		
S 1.2.1 Identify contributors for Blog, <i>The Herbarist</i> , Webinars		
HSA Educator will contribute to Blog article for Fall 2014 submitted		
1.3 Develop relationships with organizations having similar missions to HSA		
Short Term:		
S.1.3.1 Coalition of Plant Societies (CAPS)		
Action Plan; Host CAPS Meeting - Spring 2015		
Working with HSA President to coordinate the Spring 2015 meeting		
Long Term:		
L 1.3.2 Investigate additional opportunities for partnerships with seed companies and retailers. i.e. Richter's, Growers Exchange		
L 1.3.3 Explore relationships with organizations like Garden Writers, IHA, Mother Earth News		
1.4 Explore ways to build and retain membership		
Short Term:		
S 1.4.1 Continue to conduct exit interviews - collect statistic and report information trends to the board		
S 1.4.2 Continue to offer member recognition programs and opportunities to recognize member accomplishments		
1.5 Develop additional member benefits		
Addition of discounts for Herbal Academy of New England and Rosemary Gladstar programs to HSA member benefits included in Summer HSA newsletter and August Herbal Bytes		
Short Term:		
S. 1.5.1 Offer additional electronic communications - E-Cards Anniversary Cards, Welcome Cards, Webinars		
Anniversary discount cards and anniversary pins mailed January-February 2015		
S.1.5.2 Establish chat area on website for committees, Unit Chairs, Members at Large		
Utilized drop box for sharing of applications with Samull Grant and Grant for Educator Chair and Committee members		
S. 1.5.3 Provide Webinars to membership		
Working with California based olive oil and balsamic vinegar maker to provide a hands on webinar, possible date November 2014. Postponed by olive oil company. Schedule of webinars established for 2015, starting February 2015.		
Long Term:		

L 1.5.4 Increase member only content on website		
1.6 Explore Tiered Membership		
1.7 Business Members		
Short Term:		
S 1.7.1 Expand benefits (ad Hoc committee)		
S 1.7.2. Develop dedicated area on website to feature monthly business members		
New Business member to be highlighted in Herbal Bytes April 2015		
Long Term:		
L.1.7.3 Communicate benefitis		
Respond to reference requests, both snail mail and email Began “Master” member history and info spreadsheet (hopefully to be converted to a database at a future time		
1.8 Develop educational materials for National Herb Day (Herbday.org)		
Short Term:		
S. 1.8.1 Encourage unit and member at large participation		
S 1.8.2 Provide additional information, handouts on website for members use		
S 1.8.3 Explore relationship with HerbDAy, affiliate organizations and opportunities		
Contacted Gayle Engles at ABC regarding partnership with HerbDay awaiting response November 2014 and January 2015. Goal to include article in Spring 2015 Newsletter		
1.9 Continue to explore additional communication avenues for Unit Chairs		
Short Term:		
S. 1.9.1 Distribute Unit Connections e-news bi-monthly		
VP sending e-newsletter to Unit Chairs on a bi-monthly basis		
S 1.9.2 Encourage units to submit Unit Profile updates		
Unit Profile update requests included in Unit renewal communication from membership coordinator		
S. 1.9.3 Encourage Gardens of HSA project participation		
S. 1.9.4 Update and expand the Unit Chair Resource Handbook		
In process two documents to be reviewed Winter 2015 board meeting		
S. 1.9.5 Add and update the Unit Chair Welcome section on Website		
1.10 Improve and expand communication with Members at Large		
Long Term		
L 1.10.1 Intiate a Mentor Program		
L 1.10.2 Communicate with Life Members		

District Membership Delegates contacted Life Members during the holidays		
1.11 Update Speakers Bureau		
Short Term		
S 1.11.1 Update and expand website information		
Listed request for updated information in Fall 2014 newsletter updated as information received		
1.12 Social Media		
Short Term:		
S. 1.12.1 Expand postings and frequency of blog		
S 1.12.2 Increase frequency of Facebook postings		
On Going		
S 1.12.3. Expand posting on Pinterest		
On Going		
1.13. Website Development		
Working with HSA President, HSA Secretary and comparing potential website design companies. Selected website design company, signed contract and submitted inquiry questionnaire. Anticipated update April 2015.		
Short Term		
S 1.31.1 Address password concerns/issues		
S 1.13.2 Increase interactive material on website		
S 1.13.3 Utilize Infographics and repurposed materials for posting		
Long Term		
L 1.13.4 Expand HSA video's and How to's on website and YouTube		
L 1.13.5 Develop Virtual Gardens by district/topic/zones		
1.14 Grow own volunteer base		
Short Term:		
S. 1.14.1 Continue to update and add to Board Recruitment Brochure and online FAQ's		
S 1.14.2 Request for volunteers to work at garden at HQ		
Contacted email list of area potential volunteers for the garden and special projects Ongoing to develop a long term volunteer group		
1.15 Continue to communicate value of HSA membership to strengthen relationships with members		
GOAL 2 - Promote and Strengthen Educational Programs and Resources		

2.1 GreenBridges		
Short Term		
S 2.1.1. Develop and implement marketing and publicity strategies		
Updated brochure in process by committee		
S 2.1.2 Develop exposure to participating gardens using photos and stories to share on website		
Long Term		
L 2.1.3 Develop a list of plants by zone (Virtual Gardens)		
L 2.1.4 Explore relationships with like-minded organizations for example: Native Plant Society, Wildflower Society and Wild Ones		
2.2 Notable Native Conservation		
Short Term		
S 2.2.1 Select Notable Native for a three year time period to enable promotion with nurseries and plant organizations		
S 2.2.2 Partner with like-minded organizations for example; Wild Ones, Native Plant Society		
Long Term		
Expand and showcase as an HSA signature program		
2.3 Promising Plants		
Short Term		
S 2.3.1 Review current program and update		
S 2.3.2 Select Promising Plants for a three year time period to enable promotion with nurseries and plant organizations-Reduce quantity to 5-7 choices to cover a variety of growing zones and districts		
2.4 Promote and expand availability of PowerPoint programs at headquarters to membership		
Working on standarizing and updating PowerPoint presentations for use by HSA members		
2.5 Continue to investigate relationships with reputable sources of online Herbal Study programs		
HSA partnership with the Herbal Academy of New England and Rosemary Gladstar, offering a discount for online courses to HSA members		
Short Term		
S 2.5.1 Explore Royal Horticultural Society, University Class, Herbal Academy of New England		
2.5.2 Include article in Summer 2014 Newsletter (Herbal Bytes Announcement)		
Completed		
2.6 Digital Photographs		
Short Term		
S 2.6.1 Collect and categorize for use by members and staff		
S 2.6.2 Publicize photo requirements and recommendations to membership		

Add photo requirements to Spring 2015 newsletter		
2.7 Promote The Herbarist		
Short Term		
S 2.7.1 Develop amd maintain a list of potential advertisers and sponsors		
S 2.7.2 Develop amd maintain a list of potential authors		
2015 Expand promotion and marketing of the Gardens of HSA and NHG		
2016 no theme selected		
2.8 Headquarters		
Short Term		
S 2.8.1 Expand Garden Gallery online and on site at HQ		
Introduce Custom tea blend		
Introduced custom tea blend at 2014 Educational conference, on website and sold at district gatherings		
Explore other herb related merhandise - not logo items		
Introduced unique one of a kind items in the Garden Gallery Summer and Fall 2014		
S 2.8.2 Develop video tape programs and video tour of HQ		
S 2.8.3 Develop cooking series with visiting chef at HQ-chef cancelled due to his conflicts plan for Spring 2015 classes		
Continue to participate in Fabulous Food Show		
Scheduled November 14-16, 2014		
Budget for relationships with other organizations for example Garden Writers		
S 2 8.4 Publicize the HSA archives and the antique book collection focusing on their historical value to HSA & Lake County, OH		
Long Term		
L 2.8.4 Utilize gardens at headquarters, while limited, to support HSA programs e.g. Promising Plants, native herbs and GreenBridges		
Created themed herb pots for headquarters, added 2014 promising plants to gardens		
Headquarters gardens to be included in 2015 area home & garden tour		
L 2.8.5 Promote HSA Headquarters (Vineyard House) as a regional and member resource		
2.9 Offer education programs and outreach to community and membership		
Presentations to residents of local senior village and local Master Gardners on herb container gardens		
Contributed articles to American Horticultural Therapy Association Winter and upcoming Spring newsletters		
Short Term		
S 2.9.1 Webinar Series of educational programs		
2.10 Library and Resource Center		
Short Term		
S 2.10.1 Introduce video exclusive library sessions for members only		
In process transferring slides to digital format two slide shows are completed		

S 2.10.2 Continue to update HSA History Book -The Following Years - Volume 2		
On going research and established a spreadsheet of founders and members histories		
Long Term		
L 2.10.3 Increase and improve online searchable information		
L 2.10.4 Publicize the HSA library as a resource center available for research		
2.11 Children's Gardening		
Long Term		
L 2.11.1 Develop coloring book and/or activity book with herbs		
L 2.11.2. Explore a children's or youth membership category		
2.1 Expand information available on website regarding medicinal - Herbs for Health and Well-being		
Short Term		
S 2.12.1 Reprint and/or update articles on Herbs for Health and Well-being for possible inclusion in <i>The Herbarist</i> and newsletters		
Included updated article in Winter 2014 newsletter		
Long Term		
L 2.12.2 Develop connections with other organizations who focus on Herbs for Health and Well-being. Placing link on website and possible articles in the newsletter		
2.13 Educational Conference - Current Structure		
Short Term		
S 2.13.1 Continue to examine and reduce costs		
Facilitation during Winter 2015 Board of Directors meeting		
S 2.13.2 Video tape programming for distribution and sale on website		
Speaker video presentations on HSA Website in Conference password protected area of the website		
Annual Meeting video on HSA Website in members only section		
S 2.13.3 Focus on encouraging sponsorships		
S 2.13.4 Review results from EdCon survey for speaker and event suggestions, ideas and areas for improvement		
2.14 Gardens of HSA Project		
Short Term		
S 2.14.1 Continue to collect unit submissions for posting on website		
Information received from 9 unit gardens		
S 2.14.2 Explore options for Traveling Gardens - Ebook, app or QR codes		
2.15 Grants		
Short Term		
S 2.15.1 Increase exposure on website -highlight recipients		
S 2.15.2 Improve member participation in writing articles for <i>the Herbarist</i> and Newsletter		

Herbarist committee chair contacted individuals for specific articles for the 2015 issue of <i>the Herbarist</i>		
2.16 National Herb Garden		
Short Term		
S 2.16.1 Promote 2015 NHG Commemorative Calendar		
Calendar introduced at 2014 Educational Conference, added to website and available to all the district gatherings		
S 2.16.2 Increase education and awareness of NHG for anniversary year 2015		
Article in Spring 2015 newsletter reflecting on the history of the NHG		
S 2.16.3 Continue videotaping Under the Arbor series for YouTube channel		
2.17 Continue exploring Garden Trends (Garden Media) for future programming		
Shared 2015 Garden trends report with board of directors November 2014		
GOAL 3 - Financial Technical and Human Resources		
3.1 Explore unit donation program		
Short Term		
S3.1.1 Annual and Educational conference contributions		
3.2 Complete a case statement, elevator speech and impact statement		
3.3 Promote Giving Opportunities		
Short Term		
S 3.3.1 Expand and advertise Lunaria		
Incorporate a reminder program into annual fund letter		
3.4 Create button and more expanded "giving" area on the website		
Priority on 'New' website		
3.5 Update Wish List on Quarterly basis		
Short Term		
S 3.5.1 Promote in newsletter and website		
3.6 Increase Revenue streams		
3.7 Marketing Committee		
Short Term		
S 3.6.2 Develop a five (5) year marketing plan		
3.8 Continue education and development of Board of Directors		
Short Term		
S 3.8.1 Include a board development activity at every board meeting		
Reviewed conflict of interest and team building during June 2014 board meeting		
3.9 Increase donations to Annual Fund by 10%		

Annual Appeal donations increased by for 2014 (October 1 - December 31, 2014) over 2013-2014 period		
3.10 Monitor and update 5 year fundraising plan as appropriate		
3.11 Ensure that technology/equipment needs are identified and funded		
Donor funding website upgrades		
3.11.2 Ensure maintenance and upkeep of Vineyard House headquarters building		
Prepared ground where trees were removed for future planting area		
Maple tree examined by arborist to determine health		
Furnance winter service performed		
Annual Fire extinguisher service, fire inspection and alarm inspection		
Periodic computer updates and anti-virus updates		