

GOAL 1: Grown Membership and Strengthen Relationships with Current Members
1.1 Membership Growth
<b>In cooperation with Membership chair present a revised plan for MAL renewal process Fall 2015 board meeting</b>
1.2 Develop a strong contributing membership base
Short Term:
S 1.2.1 Identify contributors for Blog, <i>The Herbarist</i> , Webinars
<b>HSA Blog moved to HSA Website, article in Summer 2015 newsletter requesting submissions, updated guidelines 5/15 board meeting</b>
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
<b>Meeting June 16-18, 2015 HSA headquarters</b>
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
<b>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 15 HSA members have taken advantage of discount</b>
Short Term:
S. 1.5.1 Offer additional electronic communications - E-Cards Anniversary Cards, Welcome Cards, Webinars
<b>Anniversary discount cards and anniversary pins mailed January-February 2015</b>
S.1.5.2 Establish chat area on website for committees, Unit Chairs, Members at Large
<b>Utilized drop box for sharing of applications with Samull Grant, Grant for Educator Chair and Research Grant committee members</b>
S. 1.5.3 Provide Webinars to membership
<b>Webinars scheduled to July 2015, 179 members have participated</b>
Long Term:
L 1.5.4 Increase member only content on website
1.6 Explore Tiered Membership

<b>In cooperation with Membership chair review ideas for tiered membership options</b>	
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	
<b>Business member highlighted in Herbal Bytes April 2015</b>	
Long Term:	
L.1.7.3 Communicate benefitis	
<b>Spring 2015 Newsletter included a Membership benefit spotlight</b>	
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	
<b>HerbDay planners requested HSA assistance with "getting the word out" about HerbDay-information included in Spring Newsletter and District N</b>	
1.9 Continue to explore additional communication avenues for Unit Chairs	
<b>Hosted Unit Chair Connections Webinar with 15 Unit Chairs and or officers participating</b>	
Short Term:	
S. 1.9.1 Distribute Unit Connections e-news bi-monthly	
<b>VP sending e-newsletter to Unit Chairs on a bi-monthly basis</b>	
S 1.9.2 Encourage units to submit Unit Profile updates	
<b>Unit Profile update requests included in Unit renewal communication from membership coordinator</b>	
S. 1.9.3 Encourage Gardens of HSA project participation	
<b>17 units have sent descriptions and photos</b>	
S. 1.9.4 Update and expand the Unit Chair Resource Handbook	
<b>Three new documents have been added to Handbook</b>	
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	
<b>District Membership Delegates contacted Life Members during 2014 Christmas holiday</b>	
1.11 Update Speakers Bureau	
Short Term	

S 1.11.1 Update and expand website information
<b>Listed request for updated information in Fall 2014 newsletter updated as information received</b>
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
<b>On Going, postings are scheduled weekly for two a day, increased traffic and interest</b>
S 1.12.3. Expand posting on Pinterest
<b>On Going</b>
1.13. Website Development
<b>Creative design May 2015</b>
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 repuposed 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
<b>Contacted email list of area potential volunteers for the garden and special projects</b> <b>Ongoing to develop a long term volunteer group</b>
1.15 Continue to communicate value of HSA membership to strengthen relationships with members
<b>Updated What does my membership buy brochure</b>
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
<b>Updated brochure May 2015</b>
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
<b>Working on standarizing and updating PowerPoint presentations for use by HSA members</b>
2.5 Continue to investigate relationships with reputable sources of online Herbal Study programs
<b>HSA partnership with the Herbal Academy of New England and Rosemary Gladstar, offering a discount for online courses to HSA members</b>
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)
<b>Completed</b>
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
<b>Add photo requirements to Spring 2015 newsletter</b>
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 new jersey knit scarves 2015, unique garden gallery items and custom T-Shirts
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
Continue to participate in Fabulous Food Show
<b>Scheduled November 2015</b>
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
<b>Created themed herb pots for headquarters, added 2014 promising plants to gardens</b>
<b>Headquarters gardens to be included in 2015 area home &amp; garden tour</b>
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
<b>Presentations to residents of local senior village and local Master Gardners on herb container gardens</b>
<b>Contributed articles to American Horticultural Therapy Association Quarterly newsletters</b>
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
<b>In process transferring slides to digital format two slide shows are completed</b>
S 2.10.2 Continue to update HSA History Book -The Following Years - Volume 2
<b>On going research and established a spreadsheet of founders and members histories</b>
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
<b>Included updated article in Winter 2014 newsletter</b>
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
<b>Facilitation during Winter 2015 Board of Directors meeting</b>
S 2.13.2 Video tape programming for distribution and sale on website
<b>Speaker video presentations on HSA Website in Conference password protected area of the website</b>
<b>Annual Meeting video on HSA Website in members only section</b>
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
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
<b>Herbarist committee chair contacted individuals for specific articles for the 2015 issue of <i>the Herbarist</i></b>
2.16 National Herb Garden
Short Term
S 2.16.1 Promote 2015 NHG Commemorative Calendar
<b>Calendar introduced at 2014 Educational Conference, added to website and available to all the district gatherings</b>
S 2.16.2 Increase education and awareness of NHG for anniversary year 2015
<b>Article in Spring 2015 newsletter reflecting on the history of the NHG</b>
S 2.16.3 Continue videotaping Under the Arbor series for YouTube channel

2.17 Continue exploring Garden Trends (Garden Media) for future programming
<b>Shared 2015 Garden trends report with board of directors November 2014</b>
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
<b>And Thanking Opportunties May 2015</b>
Short Term
S 3.3.1 Expand and advertise Lunaria
<b>Donation spotlights in quarterly newsletters</b>
Incorporate a reminder program into annual fund letter
3.4 Create button and more expanded "giving" area on the website
<b>Priority on 'New' website</b>
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
<b>Volunteer Professional Marketing Consultant will assist-June 2015</b>
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
<b>Review conflict of interest, board eithics, expectations and board responsibilites at May 2015 board meeting</b>
<b>Board training by Bureau of Volunteers planned for Fall 2015 board meeting</b>
3.9 Increase donations to Annual Fund by 10%
<b>Annual Appeal donations increased by \$7,500 over FY14</b>
3.10 Monitor and update 5 year fundraising plan as appropriate
3.11 Ensure that technology/equipment needs are identified and funded
<b>Donor funding website upgrades</b>

3.11.2 Ensure maintenance and upkeep of Vineyard House headquarters building
<b>Ice jam winter of 2015 repaired and preventative action for the future</b>
<b>Prepared ground where trees were removed for future planting area</b>
<b>Maple tree examined by arborist to determine health</b>
<b>Furnance winter service performed</b>
<b>Annual Fire extinguisher service, fire inspection and alarm inspection</b>
<b>Periodic computer updates and anti-virus updates</b>



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