



INAMSS Strategic Goals

2023

INTENTION	SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BASED
What is it that you want to achieve?	Who? What? Why? When?	Metrics & milestones. How much? How often? How many?	Achievable? Do you have skills and tools to accomplish this objective?	Does it fit with the overall organizational objectives?	When? Intermediate and final deadline.
Member Engagement	Engage members throughout the year, outside of conferences. Meet mission: Provide opportunities for networking.	How: Hold two (2) round tables/open forums for 2023. These will be at noon for an hour.	Yes. Need to gather ideas for topics from members to stay on task.	Yes, meets mission.	December 2023 Met goal, 2 round tables were held: August 23, 2023 November 15, 2023
StarChapter Utilization	Utilize StarChapter in greater capacity. Through blog posts, forums, classifieds, newsletter, communications	Improve number of visits by 3% for 2023	Yes. Through education.	Yes, meets mission.	December 2023 Not met, as of 12/19/2023; showing 0 data for November
Annual Corporate Sponsor	Implement corporate sponsor program.	Solicitation material approved by INAMSS Board. First solicitation to be sent Q4 2023	Create corporate sponsor packet.	Partnership and fundraise for INAMSS member website.	Q4 2023 Met: 12/13/2023