

Chapter Name**Chapter leader name, position**

Indiana Pressler Memorial Chapter

Nick McLaughlin, President

HFMA Chapter Success PlanChoose 4 metrics from the following. **Must include the Innovation metric.****Metric 1: Education** (check one) **Quality** **Quantity** **Both**A. Identify Chapter Status (*limit 150 characters*)

Looking to continue to grow attendance at our statewide and "neighborhood" events in Evansville and Fort Wayne, especially provider attendance.

B. Goals & Objectives (must be measurable & descriptive, *limit 350 characters*)

- Exceed 250 attendees at the Fall Tri-State Conference with KY, SWOH, and COH Chapters.
- Exceed 150 attendees at the Winter Institute.
- Exceed 40 attendees at both Fort Wayne and Evansville events.
- Exceed 150 attendees at the Spring Institute.
- Exceed 35% provider ratio for events overall.

C. Method to Accomplish (complete 2 - 4 objectives)

	Objectives	Target Date	Measure of Success
1	Tri-State Conference	9/13/19	250+ attendees
2	Winter and Spring Institutes	5/25/20	150+ attendees each
3	Evansville and FW Events	11/30/19	40+ attendees each
4	Provider Ratio	5/25/20	>35% overall
GOAL			

Status Update - Quarterly (*limit 350 characters*)

Date:

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Tools to Utilize Toward Metric Progress (list up to 5):

1	Cvent for attendee registration
2	Survey data from membership for topic guidance
3	Email and LinkedIn for driving event awareness and registration
4	
5	

HFMA Chapter Success Plan

Metric 2: Networking

Intentional Networking Experiences

A. Identify Chapter Status (*limit 150 characters*)

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B. Goals & Objectives (must be measurable & descriptive, *limit 350 characters*)

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C. Method to Accomplish (complete 2 - 4 objectives)

	Objectives	Target Date	Measure of Success
1			
2			
3			
4			
GOAL			

Status Update - Quarterly (*limit 350 characters*)

Date:

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Tools to Utilize Toward Metric Progress (list up to 5):

1	
2	
3	
4	
5	

HFMA Chapter Success Plan

Metric 3: Membership (check one)

 Growth
 Satisfaction
 Both

A. Identify Chapter Status *(limit 150 characters)*

Looking to increase membership growth and engagement/volunteerism.

B. Goals & Objectives *(must be measurable & descriptive, limit 350 characters)*

A great barometer of volunteerism and member engagement for our chapter is the number of people we get at our Mini-LTC each Spring. The last two years we have had 35-38 attendees. I would like to see over 50 at next year's Mini-LTC.

C. Method to Accomplish *(complete 2 - 4 objectives)*

	Objectives	Target Date	Measure of Success
1	Engage event attendees with lunch-time committee updates/planning.	5/31/20	Committee Chairs Leading Meetings
2	Accelerate the leadership pipeline by taking current committee chairs to find new chairs for next year.	3/31/20	New Committee Chairs
3	Engage event attendees with infor on what committees could be a fit for them at each event.	5/31/20	More chapter volunteers next year
4			
GOAL	Over 50 attendees at next year's Mini-LTC		

Status Update - Quarterly *(limit 350 characters)*

Date:

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Tools to Utilize Toward Metric Progress *(list up to 5):*

1	Cvent
2	HFMA Indiana Website
3	Constant Contact
4	"Membership Engagement" Booth at events.
5	

HFMA Chapter Success Plan

Metric 4: Innovation (required)

DEFINED BY THE CHAPTER:

Harnessing FOMO

A. Identify Chapter Status (*limit 150 characters*)

Our chapter has an awesome time at our events, and has identified an opportunity to communicate that to members and non-nonmembers within our networks

B. Goals & Objectives (must be measurable & descriptive, *limit 350 characters*)

To increase attendance at our events by tapping into potential attendees Fear Of Missing Out (FOMO).

C. Method to Accomplish (complete 2 - 4 objectives)

	Objectives	Target Date	Measure of Success
1	Have 5+ chapter leaders post pictures from each event on their LinkedIn activity feeds.	5/31/20	25+ LinkedIn posts with 2,500 views
2	Include photos from past events in upcoming event marketing	5/31/20	Include photos in event emails
3			
4			
GOAL	Exceed registration goals outlined in the Education Metric.		

Status Update - Quarterly (limit 350 characters)

Date:

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Tools to Utilize Toward Metric Progress (list up to 5):

1	LinkedIn
2	Constant Contact
3	Chapter Leadership Team
4	
5	

HFMA Chapter Success Plan

Metric 5: Choose Your Own - Select from the following:

Certification

Succession Planning

Collaboration

Cvent Implementation

Create your Own:

* DEFINED BY THE CHAPTER

A. Identify Chapter Status (*limit 150 characters*)

Chapters within Region 7 have different strengths. Success of measured metrics vary from one chapter to another.

B. Goals & Objectives (must be measurable & descriptive, *limit 350 characters*)

Use the strengths of each Region 7 Chapter to:

1. Outperform comparable Region 7 metrics in the following 3 areas: 1) member engagement, 2) member satisfaction, and 3) membership growth (YOY growth rate).
2. Seeking to perform from a quantity perspective (engagement), a quality perspective (satisfaction), and a growth perspective.

C. Method to Accomplish (complete 2 - 4 objectives)

	Objectives	Target Date	Measure of Success
1	Create Region 7 Membership Segmentation strategy. Volunteer Chief Experience Officer to lead strategy.	8/1/19	Strategy & Volunteer CEO in place.
2	Create a Membership Segmentation charter to be approved by all 5 chapters.	9/1/19	Approval by all chapters.
3	Create a team to work with CEO to execute strategy.	9/1/19	Team assembled and in place.
4	Create a budget and set baseline goal measurements.	9/1/19	Budget and goals identified and agreed upon
GOAL	Independent governance comparable to Region 7 Chapters.		

Status Update - Quarterly (*limit 350 characters*)

Date:

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Tools to Utilize Toward Metric Progress (list up to 5):

1	Membership Engagement (1. Attendance at meetings, 2. Webinar attendance, 3. Volunteering, and 4. Net Promoter Score)
2	Membership satisfaction as noted in Membership Survey Results.
3	Membership Growth Rate (YOY Membership Growth Rate)
4	Membership Retention Rate
5	