



Strategic Plan

2017-2018

Goal #1

Increase membership through targeted recruitment using Area/Bldg Reps.

Membership levels - \$10 Student, \$20 Retiree, \$35 Basic Membership.

Action Step

1. Secure Area/Bldg reps for districts/schools in Erie, Huron, Lorain, Western Cuyahoga, and Northern Medina Counties.
2. Disseminate a marketing brochure to support with recruitment.
3. Provide Area/Bldg Reps with updated membership list.

Goal #2

Promote membership to OCIRA and ILA.