

**ASCLS-NJ Committee: Social Networking Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

**ASCLS-NJ Social Networking Committee Purpose:**

Through the use of social media, communicates with medical laboratory science professionals about upcoming events, political issues, and important news related to the profession.

**2014-15 Committee Charges:**

1. Review the status (inactive), usage (what will be posted on the site), accessibility (members vs. public) and marketing (target audience) of the current social media sites: Facebook, Linked In, Twitter, Tumbler
2. Identify methods to improve usage of the current social media sites: Facebook, Linked In, Twitter, Tumbler
3. Implement Instagram in order to connect to other social media sites and keep both ASCLS-NJ members and nonmembers informed about upcoming events and news related to the profession.
4. Determine the target audience for each social media site in order to meet the needs and expectations and bridge the generation gaps within the profession.
5. Propose a plan for sustaining the social networking activities: staffing, periodic review, access, evaluating effectiveness, etc.

**Background & Current Established Activity(s) related to charge:**

- Facebook, Linked In, Twitter, and Tumbler are currently established, but not widely used.
- Due to unclear goals and guidelines social media sites were ineffective in communicating to both ASCLS-NJ members and non-members.

<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Identify the problems by reviewing the status, usage (what will be posted on the site), accessibility (members vs. public) and marketing (target audience) of the <u>current</u> social media sites: Facebook, Linked In, Twitter, Tumbler	Social Networking	Identify the problems for each of the <u>current</u> media sites being used based on the following by <b>July 2, 2014</b> : <input type="checkbox"/> Usage <input type="checkbox"/> Accessibility <input type="checkbox"/> Target Audience
2. Identify methods to improve utilization of the <u>current</u> social media sites: Facebook, Linked In, Twitter, Tumbler	Social Networking	Identify methods to improve utilization of the <u>current</u> media sites by <b>July 2, 2014</b> : <input type="checkbox"/> Usage <input type="checkbox"/> Accessibility <input type="checkbox"/> Target Audience
3. Implement Instagram in order to connect to other social media sites and keep both ASCLS-NJ members and nonmembers informed about upcoming events and news related to the profession.	Social Networking Student Forum Chair MLS/ MLT Program Directors	<input type="checkbox"/> Outline Plan by <b>July 13, 2014</b> <ul style="list-style-type: none"> <li>• What can we post? (Ex. Post pictures of cells, video clips of lab safety) Share with members to help with ideas</li> <li>• Establish realistic deadlines to implement ASCLS-NJ site, send e-mail blast, and review.</li> </ul>

		<input type="checkbox"/> Implement Instagram by <b>TBD</b> <input type="checkbox"/> Send e-mail blast to current and lapsed members; and Student Forum Chair to establish communication w/ students via MLS/MLT program directors by <b>TBD</b> <input type="checkbox"/> Review Effectiveness of Instagram by <b>TBD</b>
4. Evaluate each social media site in order to meet the needs and expectations and bridge the generation gaps within the profession.	<p><b>Social Networking</b></p> <p><b>Student Forum</b></p> <p><b>MLS/ MLT Program Directors</b></p> <p><b>Website</b></p>	<p><b>Online Surveys (i.e. Survey Monkey)</b></p> <input type="checkbox"/> Compose survey by: <b>August 6, 2014</b> <input type="checkbox"/> Send survey e-mail to current and lapsed members; and Student Forum Chair to establish communication w/ students via MLS/MLT program directors by <b>August 14, 2014</b> <input type="checkbox"/> Analyze survey results to determine effectiveness of each website; and propose to modify/ add/ or omit use of each media site in use by <b>September 3, 2014</b>
5. Propose a plan for sustaining the social networking activities: staffing, periodic review, access, evaluating effectiveness, etc.	<p><b>Social Networking</b></p> <p><b>Website</b></p>	<input type="checkbox"/> Social Networking Committee Chair is responsible for: <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> <li>• Establishing communication between the social networking committee members and other committee chairs.</li> </ul> <input type="checkbox"/> Briefly outline the responsibilities of the committee members (i.e. access to websites) by <b>June 28, 2014</b> <input type="checkbox"/> Determine how often social media sites will be updated (weekly, bi-monthly, monthly) by <b>June 28, 2014</b> <input type="checkbox"/> Determine an effective way to evaluate the effectiveness of the social media sites (i.e. social media, surveys, e-mail, etc.) and how often this should be done by <b>TBD</b> <input type="checkbox"/> Determine realistic deadlines to implement changes by <b>TBD</b>

**ASCLS-NJ Committee: Nominations Committee**  
**Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Nominations Committee Purpose:</b>          Publicizes position vacancies, secures nominees and evaluates their qualifications for candidacy.</p>		
<p><b>2014-15 Committee Charge</b>          1. Submit nominations for ASCLS Elected Positions.          2. Establish communication between the Nominations Committee and board members.</p>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Submit Nominations for ASCLS Elected Positions</p>	<p>Nominations</p>	<p><input type="checkbox"/> Send Nominations for ASCLS-NJ Elected Positions to Nominations Chair by <b>January TBD, 2015</b></p>
<p>2. Establish communication between the Nominations Committee and board members.</p>	<p>Nominations Chair</p>	<p><input type="checkbox"/> <b>Nominations Committee Chair is responsible for:</b></p> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Membership Recruitment and Retention Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Membership Recruitment and Retention Committee Purpose:</b></p> <ol style="list-style-type: none"> <li>1. Responsible for recruiting new members into ASCLS.</li> <li>2. Responsible for the retention of members and reactivation of lapsed members.</li> </ol>		
<p><b>2014-15 Committee Charge :</b></p> <ol style="list-style-type: none"> <li>1. Increase new ASCLS-NJ Membership by 10% (~15 new members) through the 2014-2015 'Each One Recruit One Campaign'.</li> <li>2. Increase retention rates from the 2013-14 year to the 2014-15 year by 5% among students becoming FYP.</li> <li>3. Plan/ Coordinate with current members and Program Directors to present ASCLS-NJ Membership presentations to current MLS and MLT students and CLS students at colleges/ universities throughout NJ.</li> <li>4. Determine if it is feasible to have MLS/ MLT pinning ceremony for MLS and MLT graduates about to enter the profession.</li> <li>5. Establish communication between the Membership Recruitment and Retention Committee and board members.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The 2013-2014 'Each One Recruit One Campaign' increased membership by over <b>20% (~27 new members)</b>.</li> <li><input type="checkbox"/> Use of social media has not been successful to recruit or retain new members in the last few years, but it is necessary to communicate events to a larger audience of both ASCLS members and non-Members; therefore coordination b/t the Social Networking and Membership Recruitment/ Retention committees are key to recruiting new members and retaining current members.</li> <li><input type="checkbox"/> In the past with ASCLS-NJ members have worked with Program Directors to present ASCLS-NJ Membership presentations to MLS and MLT students and CLS students at colleges/ universities throughout NJ. Some people have shown an interest in presenting at their alma maters; however we need to have a way to measure the effectiveness of these efforts, such as recruiting new student members or retaining our student members after they graduate.</li> <li><input type="checkbox"/> In the past it has been difficult to reach out to students directly without going through Program Directors due to privacy issues; however we can ask Program Directors to ask their students to reach out to us with questions about ASCLS-NJ and the profession.</li> <li><input type="checkbox"/> MLS and MLT program graduation dates vary in NJ. If pinning ceremony were to occur around graduation when would the best time be to do this? Program start/ graduate dates would need to be determined first before considering further.</li> </ul>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Increase new ASCLS-NJ Membership by 10% (~15 new members) through the 2014-2015 'Each One Recruit One Campaign'.</p>	<p>Membership Recruitment/ Retention  Website</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 2014-2015 'Each One Recruit One Campaign' <u>first</u> draft flyer due by <b>August 6, 2014</b>.</li> <li><input type="checkbox"/> 2014-2015 'Each One Recruit One Campaign' <u>final</u> draft flyer due by <b>August 10, 2014</b>.</li> <li><input type="checkbox"/> Post 2014-2015 'Each One Recruit One Campaign' Flyer on website by <b>August 10, 2014</b>.</li> <li><input type="checkbox"/> Send e-mail to current members to renew membership (current membership expires 7/31/2014).</li> <li><input type="checkbox"/> Send reminder e-mails to lapsed members in August and September as well.</li> </ul>

<p>2. Increase retention rates from the 2013-14 year to the 2014-15 year by 5% among students becoming FYP <b>(Long-term goal: June 2014-September 2015)</b></p> <p>Note: Since membership renewal occurs at the end of July, looking at the enrollment records from September 2014 to September 2015 will be the best time to determine if students renewed their membership as FYPs.</p>	<p><a href="#">Membership Recruitment/ Retention</a></p> <p><a href="#">Membership List Co-Chair &amp; Liaison to National</a></p>	<p>Evaluate the reasons why students do not become FYP by sending out a survey to FYP and lapsed student members from 2013-2014.</p> <p><a href="#">Membership List Co-Chair &amp; Liaison to National</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Determine retention rate increase/ decrease among students becoming FYP from 2013 to 2014 based on membership roster. by <b>September 15, 2014.</b></li> </ul> <p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Compose student/ FYP survey by <b>September 28, 2014.</b></li> <li><input type="checkbox"/> Send survey e-mail to FYP and lapsed student members by <b>October 5, 2014</b></li> </ul> <p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Analyze survey results to determine what we need to do to improve our retention rates among students by <b>November 5, 2014</b></li> </ul> <p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Send Welcome letter to students becoming FYP</li> </ul>
<p>3. Increase ASCLS-NJ student enrollment by 10% for the 2014-2015 year by presenting a lecture to students about the benefits of joining a professional organizations such as ASCLS-NJ.</p>	<p><a href="#">Membership Recruitment/ Retention</a></p> <p><a href="#">Membership List Co-Chair &amp; Liaison to National</a></p> <p><a href="#">MLS/ MLT Program Directors</a></p>	<p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Plan/ Coordinate with MLS/ MLT Program Directors or CLS advisors at affiliated institutions to see if they would like an ASCLS-NJ member to come speak during the fall or spring semester about the profession and the organization by <b>August 25, 2014.</b></li> </ul> <p>(Note: It might be easier to have alumni reach out to their alma maters.)</p> <p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Reach out to ASCLS-NJ non-student members and see if they might be interested in speaking at one of the institutions by <b>September 3, 2014.</b></li> </ul> <p><a href="#">Membership Recruitment/ Retention</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> ASCLS-NJ members should utilize the Retention Rate Survey (above in #2) to determine the needs of the current students. Surveys can also be filled out by students after the lecture.</li> <li><input type="checkbox"/> Schedule to speak at Student Forum Event in October to speak about ASCLS-NJ (i.e. Scholarships, Survey, Membership)</li> </ul>

		<p><b>Membership List Co-Chair &amp; Liaison to National</b></p> <p><input type="checkbox"/> Determine if student membership increased by comparing the April 2014 membership roster to the April 2015 membership roster by <b>April 1, 2015</b>.</p> <p><b>Membership Recruitment/ Retention</b></p> <p><input type="checkbox"/> Determine if lectures were influential in increasing student membership and whether we should continue/ modify/ scrap efforts to present lecture about the benefits of ASCLS-NJ in 2015 by <b>May 1, 2015</b>.</p>
4. Determine if it is feasible to have MLS/ MLT pinning ceremony for MLS and MLT graduates about to enter the profession.	<b>Membership Recruitment/ Retention</b>	<input type="checkbox"/> Needs further discussion.
5. Establish communication between the Membership Recruitment and Retention Committee and board members.	<b>Membership Recruitment and Retention Chair</b>	<p><input type="checkbox"/> <b>Membership Recruitment and Retention Committee Chair is responsible for:</b></p> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Awards Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Awards Committee Purpose:</b> Coordinates all activities on publication, description, nomination, selection, and presentation of Societal awards.</p>		
<p><b>2014-15 Committee Charge:</b>            1. Implement a monthly "Award Recognition" program.            2. Plan/ Coordinate Award Ceremony at Spring Seminar.            3. Establish communication between the Awards Committee and board members.</p>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Implement a member-based monthly "Award Recognition" program for members to recognize other ASCLS-NJ members prior to board meetings.</p>	<p>Awards  Website</p>	<p><input type="checkbox"/> Generate draft of "Award Recognition" Form by <b>June 21, 2014</b>.  <input type="checkbox"/> Choose name for "Award Recognition" program by <b>June 21, 2014</b>.  <input type="checkbox"/> Generate final draft of "Award Recognition" Form by <b>June 28, 2014</b>.  <input type="checkbox"/> Post "Award Recognition" Form on website by <b>June 30, 2014</b>.</p>
<p>2. Plan/ Coordinate Award Ceremony at Spring Seminar.</p>	<p>Awards  Nominations  Industry</p>	<p><input type="checkbox"/> Set deadline for ASCLS-NJ Awards/ Nominations by <b>TBD</b>  <input type="checkbox"/> Select award winners based on monthly "Award Recognition Program" and nomination forms by <b>TBD</b>.  <input type="checkbox"/> Coordinate with Industry Exhibits Chair to order Industry Awards by <b>TBD</b>  <input type="checkbox"/> Order awards, plaques, trophies, etc. for awardees by <b>TBD</b></p>
<p>3. Establish communication between the Awards Committee and board members.</p>	<p>Awards Chair</p>	<p><input type="checkbox"/> <b>Awards Committee Chair is responsible for:</b>  <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul> </p>

**ASCLS-NJ Committee: Fall Seminar Committee  
Strategic Action Plan 2014-2015**

**ASCLS-NJ Fall Seminar Committee Purpose:**

Coordinates all activities related to the fall seminar including booking a venue, scheduling speakers, contacting vendors for sponsorship, etc.

**2014-15 Committee Charge:**

1. Choose a venue and book a date for the fall seminar.
2. Send out e-mails to vendors to provide sponsorship for fall seminar.
3. Reach out to speakers for the fall seminar.
4. Send out Fall Seminar electronic brochure via e-mail and post on website.
5. Complete registration materials by deadlines.
6. Establish communication between the Fall Seminar Committee and board members.

**Background & Current Established Activity(s) related to charge:**

<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Choose a venue and book a date for the Fall Seminar.	Fall Seminar Committee	<input type="checkbox"/> Venue-Rutgers SHRP Scotch Plains <input type="checkbox"/> Proposed Date: Thursday, 10/16/14 <input type="checkbox"/> Proposed Time: 5:00-9:00 PM
2. Send out registration e-mail to vendors to provide sponsorship for fall seminar.	Industry	<input type="checkbox"/> Currently in process.
3. Reach out to speakers for the fall seminar.	Industry	<input type="checkbox"/> Currently in process.
4. Send out Fall Seminar electronic brochure via e-mail and post on website.	Fall Seminar Committee  Brochure  Website	<b>Brochure</b> <input type="checkbox"/> Write/ Review Fall Brochure Draft by <b>September 19, 2014.</b> <input type="checkbox"/> Send out Fall Brochure via e-mail by <b>September 19, 2014</b> <b>Website</b> <input type="checkbox"/> Post Fall Brochure on website by <b>October 1, 2014.</b>
5. Complete registration materials by deadlines.	PACE Coordinator  Fall Seminar Committee	<b>PACE Coordinator</b> <input type="checkbox"/> Complete Fall Seminar PACE forms by <b>September 15, 2014.</b> <b>Fall Seminar Committee</b> <input type="checkbox"/> Complete registration forms by <b>October 5, 2014.</b>
4. Establish communication between the Fall Seminar Committee and board members.	Fall Seminar Chair	<input type="checkbox"/> <b>Fall Seminar Chair is responsible for:</b> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Spring Seminar Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

**ASCLS-NJ Spring Seminar & Expo Committee Purpose:**

Coordinates all activities related to the spring seminar and expo including booking a venue, scheduling speakers, contacting vendors for sponsorship, etc.

**2014-15 Committee Charge:**

1. Choose a venue and book a date for the spring seminar.
2. Send out e-mails to vendors to provide sponsorship for spring seminar.
3. Send out e-mails to potential speakers for the spring seminar.
4. Send out Spring Seminar Save the Date postcard and electronic brochure.
5. Complete registration materials by deadlines and submit to Registration Committee.
6. Request PAC Pins from national in order to distribute during spring Seminar.
7. Establish communication between the Spring&Expo Seminar Committee and board members.

**Background & Current Established Activity(s) related to charge:**

<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Choose a venue and book a date for the spring seminar.	General Chair	<input type="checkbox"/> Venue-Holiday Inn Conference Center East Windsor, NJ <input type="checkbox"/> Proposed Date: Thursday, 4/16/15 <input type="checkbox"/> Proposed Time: 7:00-4:00 PM
2. Send out registration e-mail to vendors to provide sponsorship for spring seminar.	Industry	<input type="checkbox"/> Write/ review vendor registration letter and form drafts by <b>August 16, 2014.</b> <input type="checkbox"/> E-mail registration letter and form to vendors by <b>August 23, 2014.</b> <input type="checkbox"/> E-mail registration packets/ thank you letters to vendors by <b>January 15, 2014.</b>
3. Send out e-mails to potential speakers for the spring seminar.	Program Chair  Scientific Assembly	<input type="checkbox"/> <u>Program Chair</u> -Write/ Review Speaker Form draft by <b>August 16, 2014.</b> <input type="checkbox"/> <u>Program Chair</u> - E-mail Speaker Form to Scientific Assembly Chairs by <b>August 23, 2014.</b> <input type="checkbox"/> Scientific Assembly- E-mail Speaker Form to speakers by <b>August 30, 2014.</b> <input type="checkbox"/> Scientific Assembly- Speaker (verbal) Confirmation by <b>December 17, 2014.</b> <input type="checkbox"/> Program Chair-E-mail registration packets/ thank you letters to speakers by <b>January 15, 2014.</b> <input type="checkbox"/> Scientific Assembly- Speaker Lectures to be e-mailed to <u>Program Chair</u> no later than <b>April 1, 2015.</b>

<p>4. Send out Spring Seminar Save the Date postcard and electronic brochure; and post on website.</p>	<p>Program Chair Brochure Website</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Mail Save the Date postcard by <b>January 15, 2015.</b></li> <li><input type="checkbox"/> Brochure Draft due by <b>February 15, 2015.</b></li> <li><input type="checkbox"/> Send out Spring Brochure via e-mail by <b>March 1, 2015.</b></li> <li><input type="checkbox"/> Post Spring Brochure on website by <b>March 1, 2015.</b></li> </ul>
<p>5. Complete registration materials by deadlines.</p>	<p>Registration Program Chair Industry PACE Coordinator</p>	<p>E-mail to Registration Committee:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Program Chair-Schedule of Events by <b>March 15, 2015.</b></li> <li><input type="checkbox"/> Industry- Sponsorship/ Vendor List and Posters by <b>March 15, 2015.</b></li> <li><input type="checkbox"/> Industry- Industry Game Board by <b>March 15, 2015.</b></li> <li><input type="checkbox"/> <u>Program Chair</u>-Submit attendee forms (Attendee Session Code Recording Form and Attendee CE Organizer Instructions) to Registration Committee in order to make copies prior to spring seminar (~175 each depending on number of attendees) by <b>March 22, 2015</b></li> </ul> <p>Registration Committee:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Make nametags and registration packets for each attendee prior to Spring Seminar (<b>April 16, 2015</b>)</li> </ul>
<p>6. Request PAC Pins from national in order to distribute during spring Seminar.</p>	<p>Government Liaison</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> E-mail will be sent from National to request PAC Pins prior to Spring Seminar by <b>TBD.</b></li> </ul>
<p>7. Establish communication between the Spring Seminar&amp;Expo Committee and board members.</p>	<p>Program Chair</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <u>Spring Seminar&amp;Expo Chair</u> is responsible for: <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul> </li> </ul>

**ASCLS-NJ Committee: By-Laws Committee**

**Strategic Action Plan 2014-2015**

**Month/ Year:**

<b>ASCLS-NJ By-Laws Committee Purpose:</b> 1. Receives the proposed changes to the By-Laws and Articles of Incorporation and prepares said Amendments for consideration. 2. Committee examines, considers, and approves appropriate proposed changes to the constitutional codes of constituent societies.		
<b>2014-2015 Committee Charge:</b> 1. Update By-Laws for the 2014-2015 year. 2. Update Articles of Incorporation for the 2014-2015 year.		
<b>Background &amp; Current Established Activity(s) related to charge:</b>		
<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Update By-Laws for the 2014-2015 year.	By-Laws	<input type="checkbox"/> Update By-laws as per national.
2. Update Articles of Incorporation for the 2014-2015 year.	By-Laws	<input type="checkbox"/> Update By-laws as per national.

**ASCLS-NJ Committee: P.A.C.E. Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ P.A.C.E. Committee Purpose:</b> Serves to accomplish the goal of the P.A.C.E. program which is to create a combined provider approval and education documentation system for creating educational programs for interested allied health professionals.</p>		
<p><b>2014-15 Committee Charge:</b></p> <ol style="list-style-type: none"> <li>1. Complete PACE forms for the fall seminar.</li> <li>2. Complete PACE forms for the spring seminar.</li> <li>3. If applicable, complete PACE forms for the STEM &amp; Health Sciences Virtual College &amp; Career Fair and/or other continuing education events.</li> <li>4. Establish communication between the PACE Committee and board members.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Complete PACE forms for the fall seminar.</p>	<p>PACE Coordinator:</p>	<p><input type="checkbox"/> Complete the following Fall Seminar PACE forms: Attendee Session Code Recording Form, Attendee CE Organizer Instructions, Speaker Evaluations, Moderator Instructions, Session Summary Sheets (to be included in Moderator Packet) and submit to _____ by <b>October 1, 2014</b>.</p>
<p>2. Complete PACE forms for the spring seminar.</p>	<p>PACE Coordinator  Program Chair</p>	<p><b>PACE Coordinator:</b> <input type="checkbox"/> Complete the following Spring Seminar PACE forms and submit to <u>Program Chair</u> by <b>March 15, 2015</b>: <b>Attendee Forms:</b> Attendee Session Code Recording Form and Attendee CE Organizer Instructions <b>Moderator Forms:</b> Speaker Evaluations, Moderator Instructions, and Session Summary Sheets <input type="checkbox"/> <u>Program Chair</u>-Submit attendee forms to Registration Committee in order to make copies prior to spring seminar (~175 each depending on number of attendees) by <b>March 22, 2015</b> <input type="checkbox"/> <u>Program Chair</u>-Make moderator form packets (Speaker Evaluations(~100 per keynote and 40 per session), Moderator Instructions (1 per session), Session Summary Sheets (1 per session)) for each of the 12 session speakers and 2 keynotes and give them to the relevant moderator on day of spring seminar (<b>April 16, 2015</b>).</p>
<p>3. If applicable, complete PACE forms for the STEM &amp; Health Sciences Virtual College &amp; Career Fair and/or other continuing education events.</p>	<p>PACE Coordinator</p>	<p>As applicable.</p>

4. Establish communication between the PACE Committee and board members.	PACE Coordinator	<input type="checkbox"/> Spring Seminar&Expo Chair is responsible for: <ul style="list-style-type: none"><li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li><li>• Presenting report at monthly board meeting or designates person to present it.</li></ul>
--	------------------	---

**ASCLS-NJ Committee: Scientific Assembly  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Scientific Assembly Purpose:</b> Serves to provide expert consultation and technical reviewers for such areas as examinations, conventions, continuing education, etc. in discipline-related areas.</p>		
<p><b>2014-15 Committee Charge:</b> 1. Coordinate with Program Chair to schedule speakers for the 2015 Spring Seminar &amp; Expo. 2. Establish communication between the Scientific Assembly and board members.</p>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Coordinate with Program Chair to schedule speakers for the 2015 Spring Seminar &amp; Expo.</p>	<p>Scientific Assembly  Program Chair</p>	<p><input type="checkbox"/> <u>Program Chair</u>-Write/ Review Speaker Form draft by <b>August 16, 2014.</b>  <input type="checkbox"/> <u>Program Chair</u>- E-mail Speaker Form to Scientific Assembly Chairs by <b>August 23, 2014.</b>  <input type="checkbox"/> Scientific Assembly- E-mail Speaker Form by <b>August 30, 2014.</b>  <input type="checkbox"/> Scientific Assembly- Speaker (verbal) Confirmation by <b>December 17, 2014.</b>  <input type="checkbox"/> Scientific Assembly- E-mail Completed Speaker Form (see form guidelines below) to Program Chair by <b>January 8, 2015.</b></p> <ul style="list-style-type: none"> <li>➤ Exact speaker name and credentials</li> <li>➤ Speaker title and employer</li> <li>➤ Description of program</li> <li>➤ Level of presentation – the sessions should not be at basic level; should at least be at intermediate level</li> <li>➤ If speaker is being supported, verify exact name of the company for listing in brochure</li> <li>➤ Mailing address, time of presentation of each</li> <li>➤ Speaker’s e-mail address for confirmation letter</li> </ul> <p><input type="checkbox"/> Program Chair- E-mail registration packets/ thank you letters to speakers by <b>January 15, 2014.</b>  <input type="checkbox"/> Scientific Assembly- Speaker Lectures to be e-mailed to <u>Program Chair</u> no later than <b>April 1, 2015.</b></p>

2. Establish communication between the Scientific Assembly and board members.	Scientific Assembly Chairs	<input type="checkbox"/> Scientific Assembly Chairs are responsible for: <ul style="list-style-type: none"><li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li><li>• Presenting report at monthly board meeting or designates person to present it.</li></ul>
---	----------------------------	---

**ASCLS-NJ Committee: Education Scientific Assembly  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Education Scientific Assembly Purpose:</b> Serves to provide expert consultation and technical reviewers for such areas as examinations, conventions, continuing education, etc. in discipline-related areas.</p>		
<p><b>2014-15 Committee Charge:</b></p> <ol style="list-style-type: none"> <li>1. Act as a liaison between the Student Forum Chair and CLS advisors form institution based MLS programs to inform students about upcoming ASCLS-NJ events.</li> <li>2. Send job posting to Social Networking Committee to be posted on Linked In (exclusive to ASCLS members).</li> <li>3. Establish communication between the ESA and board members.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Act as a liaison between the Student Forum Chair and CLS advisors form institution based MLS programs to inform students about upcoming ASCLS-NJ events.</p>	<p>ESA  Student Forum</p>	<p><input type="checkbox"/> Send out 'Save the Date' e-mail concerning STEM &amp; Health Sciences Virtual College &amp; Career Fair by <b>September 10, 2014</b>.</p>
<p>2. Send job posting to Social Networking Committee to be posted on Linked In (exclusive to ASCLS members).</p>	<p>ESA  MLS/ MLT Program Directors  Social Networking</p>	<p>As applicable.</p>
<p>3. Establish communication between the ESA and board members.</p>	<p>ESA Chair</p>	<p><input type="checkbox"/> ESA Chair is responsible for:</p> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Government Liaison Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Government Liaison Committee Purpose:</b> Assists ASCLS in achieving objectives of influencing the formulation of appropriate public (governmental) policy on health care issues vital to the profession and the public.</p>		
<p><b>2014-15 Committee Charge:</b>            1. Attend/ coordinate with ASCLS-NJ members and students to attend Leg Day.            2. Send important government documents to webmaster.            3. Form a committee to investigate licensure for NJ.            4. Request PAC Pins from national in order to distribute during spring Seminar.            5. Establish communication between the GAC and board members.</p>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Attend/ coordinate with ASCLS-NJ members and students to attend Legislative Symposium on March 16-17, 2015 in Washington DC.</p>	<p>Government Liaison</p>	<p><input type="checkbox"/> Determine who will be attending the Legislative Symposium by <b>February 1, 2015.</b></p>
<p>2. Send important government documents from ASCLS GAC to webmaster.</p>	<p>Government Liaison Website</p>	<p>As applicable.</p>
<p>3. Form a committee to investigate licensure for NJ.</p>	<p>Government Liaison</p>	<p>OPEN</p>
<p>4. Request PAC Pins from national in order to distribute during spring Seminar.</p>	<p>Government Liaison</p>	<p><input type="checkbox"/> E-mail will be sent from National to request PAC Pins prior to Spring Seminar by <b>TBD.</b></p>
<p>5. Establish communication between the ESA and board members.</p>	<p>Government Liaison</p>	<p><input type="checkbox"/> <b>Government Liaison is responsible for:</b></p> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Student Forum Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<b>ASCLS-NJ Student Forum Committee Purpose:</b> Coordinates the involvement and interest of students of clinical laboratory science in the Society.		
<b>2014-15 Committee Charge:</b> <ol style="list-style-type: none"> <li>1. Appoint Student Forum positions.</li> <li>2. Schedule and budget for Fall Student Forum and Elections.</li> <li>3. Schedule Student Management Symposium Sessions 1 and 2.</li> <li>4. Send e-mail blasts to students via MLS/ MLT Program Directors ESA to inform students about upcoming ASCLS-NJ events.</li> <li>5. Establish communication between the Student Forum and board members.</li> </ol>		
<b>Background &amp; Current Established Activity(s) related to charge:</b>		
<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Appoint the following Student Forum positions: <ul style="list-style-type: none"> <li>• Treasurer</li> <li>• Vendors/ Sponsors</li> <li>• Speakers</li> </ul>	Student Forum	<input type="checkbox"/> Appoint Student Forum positions by <b>June 25, 2014.</b>
2. Schedule and budget for Fall Student Forum and Elections.  October TBD, 2014 Location: TBD	Student Forum	<input type="checkbox"/> Schedule/ Cater Fall Student Forum/and Elections by <b>September 25, 2014.</b>
3. Schedule/ Coordinate Student Management Symposium. Session 1: May TBD 2015 Session 2: May TBD 2015	Student Forum	<input type="checkbox"/> Schedule/ Cater for Student Management Symposium Session 1 by <b>TBD.</b> <input type="checkbox"/> Schedule/ Cater for Student Management Symposium Session 2 by <b>TBD.</b>
4. Send e-mail blasts to students via MLS/ MLT Program Directors ESA to inform students about upcoming ASCLS-NJ events.	Student Forum	As applicable.
5. Establish communication between Student Forum and board members.	Student Forum Chair	<input type="checkbox"/> <b>Student Forum Chair is responsible for:</b> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Finance Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<b>ASCLS-NJ Finance Committee Purpose:</b> Prepare budget for ASCLS-NJ and prepare and present monthly finance reports to ASCLS-NJ board members.		
<b>2014-15 Committee Charge:</b> 1. Complete budget for 2014-2015 year. 2. Establish communication between the Finance Committee and board members.		
<b>Background &amp; Current Established Activity(s) related to charge:</b>		
<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Complete budget for 2014-2015 year.	Finance	<input type="checkbox"/> Complete budget by October 2014.
2. Establish communication between the Finance Committee and board members.	Treasurer	<input type="checkbox"/> Treasurer is responsible for: <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Membership List Co-Chair and Liaison to National Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Membership List Co-Chair and Liaison to National Committee Purpose:</b> Coordinates with the National Committee and monitors changes to membership list.</p>		
<p><b>2014-15 Committee Charge:</b></p> <ol style="list-style-type: none"> <li>1. Follow increase/ decrease trends in ASCLS-NJ student membership.</li> <li>2. Follow increase/ decrease trends in ASCLS-NJ FYP membership.</li> <li>3. Follow increase/ decrease trends in ASCLS-NJ Professional I membership.</li> <li>4. Follow increase/ decrease trends in ASCLS-NJ Professional II membership.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Follow increase/ decrease trends in ASCLS-NJ student membership.</p>	<p>Membership List Co-Chair &amp; Liaison to National</p>	<p><input type="checkbox"/> Determine if membership increased by referring to the new membership roster by <b>April 1, 2015.</b></p>
<p>2. Follow increase/ decrease trends in ASCLS-NJ FYP membership.</p>	<p>Membership List Co-Chair &amp; Liaison to National</p>	<p><input type="checkbox"/> Determine if membership increased by referring to the new membership roster by <b>April 1, 2015.</b></p>
<p>3. Follow increase/ decrease trends in ASCLS-NJ Professional I membership.</p>	<p>Membership List Co-Chair &amp; Liaison to National</p>	<p><input type="checkbox"/> Determine if membership increased by referring to the new membership roster by <b>April 1, 2015.</b></p>
<p>4. Follow increase/ decrease trends in ASCLS-NJ Professional II membership.</p>	<p>Membership List Co-Chair &amp; Liaison to National</p>	<p><input type="checkbox"/> Determine if membership increased by referring to the new membership roster by <b>April 1, 2015.</b></p>

**ASCLS-NJ Committee: Marketing and Public Relations Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<b>ASCLS-NJ Marketing and Public Relations Committee Purpose*:</b>		
<ol style="list-style-type: none"> <li>Serves to provide the face for the profession in areas of activity that include public relations, image management, and marketing.</li> <li>Provides resources to improve the image of the Society and the profession.</li> </ol>		
<b>2014-15 Committee Charge:</b>		
<ol style="list-style-type: none"> <li>Reach out to newspapers during lab week to create awareness about the laboratory science profession.</li> <li>Reach out to periodicals (i.e.Advance, Lab Management) and websites, including the ASCLS national site to post local ASCLS-NJ events.</li> <li>Contact governor's office to solicit governor's proclamation for 2015 National Laboratory Professionals' Week.</li> <li>Establish communication between Marketing and Public Relations Committee and board members.</li> </ol>		
<b>Background &amp; Current Established Activity(s) related to charge:</b>		
<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Reach out to newspapers during lab week to create awareness about the laboratory science profession.	Marketing/ Public Relations	<input type="checkbox"/> Reach out to newspapers during lab week by <b>TBD</b> .
2. Reach out to periodicals (i.e.Advance, Lab Management) and websites, including the ASCLS national site to post local ASCLS-NJ events.	Marketing/ Public Relations	As applicable.
3. Contact governor's office to solicit governor's proclamation for 2015 National Laboratory Professionals' Week.	Marketing/ Public Relations	<input type="checkbox"/> Contact Governor's office by <b>November 30, 2014</b> .
4. Establish communication between Marketing and Public Relations Committee and board members.	Marketing/ Public Relations Chair	<input type="checkbox"/> <b>Marketing/Public Relations Chair is responsible for:</b> <ul style="list-style-type: none"> <li>Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**\*Definition for Promotion of Profession Committee**

**ASCLS-NJ Committee: Scholarship Committee**  
**Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Scholarship Committee Purpose*:</b>          Supports scholarly activity dealing with the clinical laboratory profession and provides undergraduate/graduate scholarships.</p>		
<p><b>2014-15 Committee Charge:</b></p> <ol style="list-style-type: none"> <li>1. Communicate with program directors about the available ASCLS-NJ student scholarships.</li> <li>2. Complete 2014-2015 scholarship forms and submit to webmaster to post on website and social media.</li> <li>3. Submit scholarship opportunities, other than ASCLS-NJ, to be disseminated to undergraduate and graduate students.</li> <li>4. Implement a graduate student scholarship through ASCLS-NJ.</li> <li>5. Establish communication between Scholarship Committee and board members.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p> <p><input type="checkbox"/> In order to increase the number of scholarship applicants the application was modified to allow students to submit unofficial instead of official transcripts. Since the application states that the student must be enrolled in a NAACLS accredited institution students would have submitted official transcripts to the undergraduate/ graduate program they are currently attending.</p> <p><input type="checkbox"/> In order to increase the number of applicants it was suggested that applications be sent out earlier through electronic communication and hard copies to be disbursed during the Fall Student Forum and Fall Seminar.</p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. Communicate with program directors about the available ASCLS-NJ student scholarships. <i>Deadline to submit ASCLS-NJ scholarships is March 6, 2015.</i></p>	<p>Scholarship  MLS/ MLT Program Directors</p>	<p><input type="checkbox"/> Send scholarship applications to Program Directors to disseminate to students by <b>September 15, 2014</b>.  <input type="checkbox"/> Disburse hard copies of scholarship applications during events where students will be in attendance (<b>As applicable</b>.)</p>
<p>2. Complete 2014-2015 scholarship forms and submit to webmaster to post on website and social media.</p>	<p>Scholarship Website Social Networking</p>	<p><input type="checkbox"/> Complete scholarship forms by <b>September 3, 2014</b>.  <input type="checkbox"/> Post on website and social media by <b>September 15, 2014</b>.</p>
<p>3. Submit scholarship opportunities, other than ASCLS-NJ, to be disseminated to undergraduate and graduate students.</p>	<p>Scholarship  MLS/ MLT Program Directors</p>	<p><input type="checkbox"/> <b>As applicable</b>.</p>
<p>4. Implement a <b>graduate</b> student scholarship through ASCLS-NJ.</p>	<p>Scholarship</p>	<p><input type="checkbox"/> Implement <b>graduate</b> scholarship by <b>August 31, 2014</b>.</p>
<p>5. Establish communication between Scholarship Committee and board members.</p>	<p>Scholarship Chair</p>	<p><input type="checkbox"/> <b>Scholarship Chair is responsible for:</b></p> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**\*Definition for E&R Fund Committee.**

**ASCLS-NJ Committee: Publications Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<p><b>ASCLS-NJ Publications Committee Purpose:</b> Coordinates, reviews, and edits submitted articles for publication for ASCLS-NJ's tri-annual journal, <i>The Analyzer</i>.</p>		
<p><b>2014-15 Committee Charge:</b></p> <ol style="list-style-type: none"> <li>1. List deadlines for Analyzer submissions for the 2014-2015 year.</li> <li>2. Call for submissions to <i>The Analyzer</i> at least 1 month prior to deadlines.</li> <li>3. Establish communication between Publications Committee and board members.</li> </ol>		
<p><b>Background &amp; Current Established Activity(s) related to charge:</b></p>		
<p><b>Strategic Actions: (Year/Action)</b></p>	<p><b>Assigned Responsibilities:</b></p>	<p><b>Steps/ Completion Time Frame:</b></p>
<p>1. List deadlines for Analyzer submissions for the 2014-2015 year.</p>	<p>Publications</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Volume 35 Issue 1 Deadline: <b>September 30, 2014</b></li> <li>• Suggested Content <ul style="list-style-type: none"> <li>○ National Meeting</li> <li>○ Upcoming Fall Events: Fall Student Forum/ Elections and Fall Seminar</li> <li>○ 'Each One Recruit One' Campaign</li> </ul> </li> <li><input type="checkbox"/> Volume 35 Issue 2 Deadline: <b>January 31, 2015</b></li> <li>• Suggested Content <ul style="list-style-type: none"> <li>○ Fall Events Recap</li> <li>○ Spring Seminar Save the Date</li> <li>○ BOD Call for Nominations</li> </ul> </li> <li><input type="checkbox"/> Volume 35 Issue 3 Deadline: <b>May 31, 2015</b></li> <li>• Suggested Content <ul style="list-style-type: none"> <li>○ Spring Seminar Recap</li> <li>○ Leg Day Recap</li> <li>○ Leadership Meeting Recap</li> <li>○ Winners of Awards and Scholarships</li> </ul> </li> </ul>
<p>2. Call for submissions to <i>The Analyzer</i> at least <u>1 month</u> prior to deadlines.</p>	<p>Publications</p>	<p><u>Call for Submissions by:</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Volume 35 Issue 1: <b>August 30, 2014</b></li> <li><input type="checkbox"/> Volume 35 Issue 2: <b>December 31, 2014</b></li> <li><input type="checkbox"/> Volume 35 Issue 3: <b>April 30, 2015</b></li> </ul>
<p>3. Establish communication between Publications Committee and board members.</p>	<p>Publications Chair</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <u>Scholarship Chair is responsible for:</u></li> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>

**ASCLS-NJ Committee: Association Liaison  
Strategic Action Plan 2014-2015**

**Month/ Year:**

**ASCLS-NJ Association Liaison Purpose:**

1. Informs ASCLS-NJ members of upcoming events and continuing education opportunities in other professional organizations.
2. Acts as liaison between associations and ASCLS-NJ to help improve professional relationship and share effective strategies that will benefit both organizations.

**2014-15 Committee Charge:**

1. Inform ASCLS-NJ members at monthly board meetings of upcoming events sponsored by other organizations.
2. Investigate membership recruitment strategies of other organizations.

**Background & Current Established Activity(s) related to charge:**

<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Inform ASCLS-NJ members at monthly board meetings of upcoming events sponsored by other organizations.	Association Liaison	<input type="checkbox"/> As applicable.
2. Investigate membership recruitment strategies of other organizations.	Association Liaison	<input type="checkbox"/> As applicable.

**ASCLS-NJ Committee: Brochures Committee  
Strategic Action Plan 2014-2015**

**Month/ Year:**

<b>ASCLS-NJ Brochures Committee Purpose:</b> Designs, reviews, and edits brochures, 'Save the Date' postcards, other electronic communications for seminars and events.		
<b>2014-15 Committee Charge:</b> <ol style="list-style-type: none"> <li>1. Send out Fall Seminar electronic brochure and post on website.</li> <li>2. Send out Spring Seminar Save the Date postcard and electronic brochure and post on website.</li> <li>3. Establish communication between Brochures Committee and board members.</li> </ol>		
<b>Background &amp; Current Established Activity(s) related to charge:</b>		
<b>Strategic Actions: (Year/Action)</b>	<b>Assigned Responsibilities:</b>	<b>Steps/ Completion Time Frame:</b>
1. Send out Fall Seminar electronic brochure and post on website.	Brochures  Website	Brochures <input type="checkbox"/> Write/ Review Fall Brochure Draft by <b>September 19, 2014.</b> <input type="checkbox"/> Send out Fall Brochure via e-mail by <b>September 19, 2014</b> Website <input type="checkbox"/> Post Fall Brochure on website by <b>October 1, 2014.</b>
2. Send out Spring Seminar 'Save the Date' postcard and electronic brochure and post on website.	Brochures  Website	Brochures <input type="checkbox"/> Mail Save the Date postcard by <b>January 15, 2015.</b> <input type="checkbox"/> Brochure Draft due by <b>February 15, 2015.</b> <input type="checkbox"/> Send out Spring Brochure via e-mail by <b>March 1, 2015.</b> Website <input type="checkbox"/> Post Spring Brochure on website by <b>March 1, 2015.</b>
3. Establish communication between Brochures Committee and board members.	Brochures Chair	<input type="checkbox"/> <b>Brochures Chair is responsible for:</b> <ul style="list-style-type: none"> <li>• Submitting monthly reports to <u>President</u> prior to monthly board meetings.</li> <li>• Presenting report at monthly board meeting or designates person to present it.</li> </ul>