

SD HFMA Strategic Plan FY 2011			
CBSC ⁱ Element	CBSC Goal	Chapter Goal	Responsible Committee(s) / Strategies
Education: Registrant Hours Per Member	Bronze Level or 0.5% increase from prior year	Gold Level	<p>Program Committee:</p> <ul style="list-style-type: none"> Review results of membership surveys and meeting surveys Conduct 4 educational meetings Coordinate webinar sessions with other Region 8 chapters. SDHFMA will conduct December 2010 session. Co-sponsored meetings with other organizations and chapters and explore limited participation meeting co-sponsor opportunities (SDHFMA will receive DCMS points for member attendance) One new method of delivery of education to expand access to membership (e.g. rural health grant to underwrite a Medicare Cost Report boot camp). Possible Yerger Award. <p>Public Relations Committee:</p> <ul style="list-style-type: none"> Enhance and promote a networking event during each educational meeting <p>Website Committee:</p> <ul style="list-style-type: none"> Continue HFMA National On-line registration
Membership	Equivalent of National Count	Equivalent of National Count	<p>Membership Committee:</p> <ul style="list-style-type: none"> Monitor member non-renewal reports and communicate with non-renewing and dropped members. Continue new member welcome packet mailed to each new member including coupon for free attendance at a chapter education meeting Follow up with prospective members who have

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			<ul style="list-style-type: none"> attended educational meetings • Advertise dues relief program using SDAHO mailing list for a mass email “blast”. • • Coordinate direct contact to non-member financial executives explaining the membership benefits <p>Program Committee:</p> <ul style="list-style-type: none"> • Mail educational program brochure to facilities without HFMA members and other healthcare associations using SDAHO mailing list <p>Public Relations Committee:</p> <ul style="list-style-type: none"> • Welcome new members at educational meetings and encourage participation. <p>Newsletter Committee:</p> <ul style="list-style-type: none"> • Continue New Member and Experienced Member profiles in the chapter newsletter • Include chapter history in chapter newsletters • Include article highlighting dues relief program in newsletter
Member Satisfaction	At least 49% of members respond Very or Extremely Satisfied	60% Very or Extremely Satisfied	<p>Program Committee:</p> <ul style="list-style-type: none"> • Improve educational sessions by covering statewide and regional issues • Use the results of the membership survey to plan program sessions based on the topics requested <p>Public Relations Committee:</p> <ul style="list-style-type: none"> • Enhance and promote a networking event during each educational meeting.

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			<ul style="list-style-type: none"> Coordinate with the Website Committee an Email blast to members soliciting ideas to increase member satisfaction and website utilization Target members not attending education sessions to identify barriers and facilitate greater member satisfaction <p>Website Committee:</p> <ul style="list-style-type: none"> Coordinate with the PR Committee an Email blast to members soliciting ideas to increase member satisfaction and website utilization Consider a refresh of the website look similar to the national website update. <p>History Committee:</p> <ul style="list-style-type: none"> Incorporate old newsletter articles and other historical information into the newsletters
Days Cash on Hand	Maintain Days Cash on Hand between 150-600 days	Same as National	<p>Program Committee:</p> <ul style="list-style-type: none"> Continue considering National speakers for educational events Maintain registration fees for educational meetings at current levels. However, increase non-member tuition for conferences by \$10 to provide greater membership value. <p>Sponsorship Committee:</p> <ul style="list-style-type: none"> Maintain current level of sponsorships Survey sponsors to assess satisfaction with the value received for their sponsorship <p>Public Relations Committee:</p> <ul style="list-style-type: none"> Plan a recognition night at the Spring Symposium

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DCMS On-time Reporting of Chapter Requirements, Chapter Education Events and Newsletters	100% on-time reporting	100% on-time reporting	Chapter Secretary, Program Chair and Newsletter Chair: <ul style="list-style-type: none"> • Meet all DCMS reporting deadlines
Certification	Two more certification exams taken than in the previous year or more than 6.7% of chapter members are certified.	Two more certification exams taken than in the previous year or more than 6.7% of chapter members are certified.	Certification Committee: <ul style="list-style-type: none"> • Encourage members to become certified, which will lead to increased participation and retention. • Offer an incentive and recognition program for newly certified members (e.g. free tuition to a chapter educational conference and / or \$75 stipend). • Increase visibility of certification process at educational events Membership Committee: <ul style="list-style-type: none"> • New member orientation packet will include information about certification

ⁱ Chapter Balanced Score Card