

OHCFR Strategic Plan 2017-2018

OHCFR: <http://oh.ncfr.org/>

Mission: Provide a forum for Ohio family researchers, educators and practitioners to share in the development and dissemination of knowledge about family and family relationships, foster professional standards and work to promote family well-being through a multidisciplinary lens.

Vision: The Ohio Council on Family Relations (OHCFR) strengthens families by educating and supporting family professionals and promoting connections among those involved in research, policy and practice.

Strategy Overview:

1. To serve the needs of OHCFR members.
2. To plan and implement 2 annual membership engagement opportunities.
3. To promote the field of Family Life Education.
4. To foster engagement with OHCFR members.
5. To interpret information on families to disseminate to local legislators.
6. To increase OHCFR membership and membership benefits.
7. To build financial sustainability.

Parent Organization:

NCFR: <https://www.ncfr.org/about/mission-and-identity>

Mission: NCFR's mission is to provide an educational forum for family researchers, educators, and practitioners to share in the development and dissemination of knowledge about families and family relationships, establish professional standards, and work to promote family well-being.

OHCFR Goals	Outcomes	Accountability	Timeline
<p>I. To serve the needs of family researchers, educators, practitioners and students by:</p> <p>(1) Highlighting the work of OHCFR Members. (2) Provide resource curation on the OHCFR website. (3) Share statewide updates on curricula development, grant procurement, and article publications.</p>	<p>(1) Highlight one professional a month via the OHCFR website and Facebook. (2) Keep an active and updated resource tab on the website and advertise on Facebook. Increase the dissemination of scholarly work at the local level (educators, practitioners, students) from a multidisciplinary lens (3) Use OHCFR Facebook Page and website to highlight the work of members. (4) Update the resource tab of the OHCFR website regularly.</p>	<p>(1) Members will write and post “highlights”. Board will generate list of professionals. (2) Board will generate the resources. A member will curate and update the website and will do Facebook post. (3) Board will highlight one professional resource a month. A member will post resource on Facebook. Remainder of Board will determine resource to be highlighted.</p>	<p>(1) One time monthly. (2) Board will have list of resources by 4/30/17. (3) The website links will be checked every 6 months.</p>
<p>II. OHCFR fosters engagement opportunities by:</p> <p>(1) Annually offering at least 2 membership engagement opportunities such as workshops, webinars, or conferences as guided by our membership needs assessment.</p>	<p>(1) Advertise webinars and workshops to OHCFR members via list serve, Facebook, Zippy News, and website. (2) The board will plan member engagement opportunities in December of 2017 for the 2018 calendar year.</p>	<p>(1) Members will create marketing materials and post on Facebook. Remainder of board members will share materials through social media and personal connections. (2) Entire board will contribute to the planning of engagement opportunities.</p>	<p>(1) Quarterly—to align with time of engagement opportunities. (2) During the December 2017 meeting engagement opportunities will be set.</p>

<p>III. OHCFR promotes Family Life Education (FLE) by:</p> <p>(1) Offering professional development opportunities relevant to FLE.</p> <p>(2) Promoting Family Life Education.</p> <p>(3) Disseminating NCFR generated CFLE information with OHCFR members.</p>	<p>(1) Using the OHCFR Facebook Page and website to promote Family Life Education, including events such as National Family Week and Family Life Education Month.</p> <p>(2) Support and promote the field of Family Life Education through professional development workshops and webinars.</p>	<p>(1) Members will post FLE content on the website and Facebook page. The entire board will support generating the content to be posted.</p> <p>(2) The board will ensure that the professional development opportunities described in (2) will align with the FLE field.</p>	<p>(1) One time monthly.</p> <p>(2) During the December 2017 meeting engagement opportunities will be set.</p>
<p>IV. OHCFR fosters engagement opportunities for its members through:</p> <p>(1) Social media, website, newsletter and trainings.</p>	<p>(1) Increase engagement of family researchers, educators, practitioners and students through webinars and workshops.</p> <p>(2) Conduct a needs assessment of OHCFR membership every 2 years.</p>	<p>(1) Communications Team will publish and market materials generated by the board including upcoming events, highlighted professionals, and relevant resources.</p> <p>(2) The board will publish, disseminate and analyze a needs assessment every 2 years beginning in 2018 (previously conducted in 2106).</p>	<p>(1) 1x monthly highlighted professional; 1x quarterly OHCFR sponsored event; As needed with updated resources.</p> <p>(2) December 2018</p>
<p>V. OHCFR interprets and disseminates information on families to inform local legislators and decision makers about public policy by:</p> <p>(1) Sharing Ohio family legislation through Bill Track 50 on the OHCFR website.</p>	<p>(1) Select OHCFR board members will complete the training for BillTrack50.</p> <p>(2) BillTrack50 will be on the OHCFR website for the use of OHCFR members.</p>	<p>(1) Selected members will be trained in the BillTracker50.</p> <p>(2) Members will maintain BillTracker50 on the OHCFR website.</p>	<p>(1) BillTracker50 training will be complete by January 2017.</p> <p>(2) BillTracker50 will be on the OHCFR website by December 2017.</p>
<p>VI. OHCFR increases its</p>	<p>(1) Welcome Committee will send the</p>	<p>(1) A member will email members as</p>	<p>(1) A member will send an</p>

<p>membership by:</p> <p>(1) OHCFR board member will directly email new OHCFR members from NCFR.</p> <p>(2) Form Ad Hoc committee for student recruitment.</p> <p>(3) Highlight OHCFR on a local level through community partnership. Promote webinars/workshops and recruit new members.</p> <p>(4) Create OHCFR member benefits.</p>	<p>welcome email to new members.</p> <p>(2) A timeline will be created for a membership drive and pilot program.</p> <p>(3) Develop and Disseminate talking points and member benefits to share on the local level.</p> <p>(4) Secure Contact Hours for webinars and workshops from NCFR.</p> <p>(5) Board will create an OHCFR members only Facebook page which will provide a membership map, career spotlight, post job openings, and the OHCFR newsletter.</p>	<p>they join. A member will create a “welcome email” template.</p> <p>(2) Ad Hoc Committee will meet and create action items and timeline.</p> <p>(3) Board will tailor OHCFR brochure to be relevant on the local level.</p> <p>(4) A member will contact NCFR for the process in getting Contact Hours approved for OHCFR sponsored webinars and workshops.</p> <p>(5) Social Media team will set up the Facebook page and the remainder of the board will contribute the content.</p>	<p>email using a templated created by 4/24/17.</p> <p>(2) Student Recruitment pilot to take place in Fall Semester 2017.</p> <p>(3) Brochure will be tailored in Fall 2017.</p> <p>(4) A member will complete this by May 2017.</p> <p>(5) Member Facebook page will be in place by December 2017.</p>
<p>VII. OHCFR increases its sustainability by:</p> <p>(1) Understanding the type of investments available to a 501C3.</p> <p>(2) Building a case of support for OHCFR donations.</p> <p>(3) Maintaining competitive membership dues.</p>	<p>(1) Look into financial investment for 501C3 organization.</p> <p>(2) Draft letter for tax-exempt donations to support travel stipends, programming, CFLE exam fees, membership stipends and general funds.</p> <p>(3) Periodically review membership fees.</p>	<p>(1) Board members will explore 501C3 investment opportunities.</p> <p>(2) Members will draft tax-exempt letter.</p> <p>(3) On an annual basis membership dues will be reviewed.</p>	<p>(1) Investment options will be discussed at the June 2017 board meeting.</p> <p>(2) December 2017.</p> <p>(3) At the December board meeting membership dues will be reviewed.</p>