

Wisconsin HOSA – Future Health Professionals Program of Work 2022-2023

(rev. 07/13/2022)



GENERAL INFORMATION

Name of Wisconsin HOSA State Officers

- President: Sarah Mounajjed
- Vice President: Manya Mehra
- VP of Postsecondary Division: Veronica Goveas
- Secretary: Sriya Gannapureddy
- VP of Membership: Umika Sivasamy
- Middle School Liaison (ex-officio): Diya Chilukuri
- VP of Public Relations: Aanya Kasera
- VP of Service Projects: Audrey McCrimmon

Signature of Wisconsin HOSA President

Sarah Mounajjed

Date Signed

08/26/22

Signature of Wisconsin HOSA Advisor

Christina Patrin

Date Signed

08/26/22

HOSA GOALS

1. Promote physical, mental and social well being
2. Develop effective leadership qualities and skills
3. Develop the ability to communicate more effectively with people
4. Develop character
5. Develop responsible citizenship traits
6. Understand the importance of pleasing oneself as well as being of service to others
7. Build self-confidence and pride in one's work
8. Make realistic career choices and seek successful employment in the healthcare field
9. Develop an understanding of the importance in interacting and cooperating with other students and organizations
10. Encourage individual and group achievement
11. Develop an understanding of current healthcare issues, environmental concerns, and survival needs of the community, the nation and the world
12. Encourage involvement in local, state and national health care and education projects
13. Support Health Science Education instructional objectives
14. Promote career opportunities in healthcare

HOSA MISSION, CORE VALUES, PURPOSE

Mission

The mission of HOSA is to empower HOSA-Future Health Professionals to become leaders in the global health community through education, collaboration, and experience.

Core Values

Learn: respected, knowledgeable and skilled health professionals
Lead: empower others to strive for excellence and serve as role models in the academic program, profession and community
Serve: serve others with compassion - service learning, volunteerism, advocacy
Innovate: enrich the lives of others and seek knowledge and skills to address challenges and improve the health professions

Purpose

The purpose of HOSA-Future Health Professionals is to develop leadership and technical HOSA skill competencies through a program of motivation, awareness and recognition, which is an integral part of the Health Science Education instructional.

PRIORITIES OF WORK

Priority Title & Purpose	Annual Goals	Action Steps	State Officer Leader/s
<p>1. WLA Series Purpose: The WLA Series is an opportunity for chapter leaders and advisors to learn more ways on how to lead their chapter throughout the membership year and build on their leadership skills.</p>	<ol style="list-style-type: none"> 1. Increase local leader engagement and attendance throughout the 4-part series. 2. Improve the number of chapters adhering to important dates and deadlines. 3. Increase the leadership skills of local leaders to support successful local chapter activities. 	<ol style="list-style-type: none"> 1. Request social media posts, stories, and emails to be communicated prior to the WLA Series dates. These communications will contain information about what each session entails, as well as the dates and times of the sessions. These communications will serve as reminders, encouraging members to join all sessions. 2. Develop and lead engaging and informational presentations. These presentations will uphold the mission, purpose, and core values of HOSA, those being Learn, Lead, Serve, and Innovate. These sessions will contain valuable information, important dates and deadlines, as well the introduction of resources that all go towards helping Wisconsin HOSA chapter leaders to go beyond all limits. 	<p>Manya</p>
<p>2. HOSA Houses Purpose: HOSA Houses is an opportunity for students to learn about different health careers and network with HOSA members from across the state.</p>	<ol style="list-style-type: none"> 1. Grow HOSA Houses to a consistent 15-20 members per meeting. 2. MS/SS: Have members who attended the November session return to the February session. PS/C: Increase Post-Secondary attendance during the February 6th meeting. 3. Obtain guest speakers that relate to the members future career interests. 	<ol style="list-style-type: none"> 1. Communications: Provide information on our webpage and through emails to advisors and members. Request social media posts be made prior to the HOSA Houses meetings to inform members how to sign up and before the meetings to remind members to attend. Spread awareness through events like the WLA Series, and promote HOSA Houses to all chapter members. 2. Meetings: Run engaging meetings so members will want to return and continue participating in HOSA Houses. Make sure guest speakers align with the interests of HOSA members. Consider suggestions members make to improve meetings and make them more enjoyable for them. 	<p>Audrey & Veronica</p>
<p>3. Ambassador Program Purpose: The HOSA Ambassador Program aims to create a network of ambassadors to assist in the expansion of HOSA chapters throughout the state of Wisconsin. Ambassadors serve the role of helping form new chapters, through being assigned to a group of schools within their division that currently do not offer HOSA programming.</p>	<ol style="list-style-type: none"> 1. Use the WI HOSA Ambassador Program to reach out to a greater number of schools ranging in different types & sizes. 2. Get in contact with High Schools with health science and biomedical science programs and pathways to provide resources and information on HOSA and how to start a chapter. 3. Grow HOSA Ambassador Program to a consistent 15-20 members per meeting. 4. Aim to reach our goal of over 3,000 members by the end of 2023. 	<ol style="list-style-type: none"> 1. Promote application through Wisconsin HOSA Leadership Academy session, and on all social media platforms. 2. After September 30th, review applications and select ambassadors.. 3. Sunday, October 16th at 6:30 PM hold the first meeting. During this meeting ambassadors will log onto a Google Classroom, become affiliated with necessary materials, and learn of upcoming established meeting times. 4. Hold monthly meetings to check in with ambassadors and discuss tasks and objectives (dates and times will be determined by ambassador availabilities) 5. Utilize the list of potential chapters for ambassadors to reach out to. 	<p>Diya, Umika, Veronica</p>
<p>4. Events & Conferences Purpose: Wisconsin HOSA offers three annual events (FLC, RLC, and SLC). These events provide the opportunity for HOSA members to showcase health science knowledge and skills through competitive events and assist members to develop effective leadership qualities and skills by developing character and promoting responsible</p>	<ol style="list-style-type: none"> 1. Facilitate and plan events/conferences that pertain to organization's core values (Learn, Lead, Serve and Innovate) and national theme of the year (Beyond all limits). 2. Communicate with members about all opportunities so they are aware of all events/opportunities. 3. Conduct the annual business of the WI HOSA student organization by the voting delegates. 4. Conduct exciting general sessions providing recognition and opportunity for all WI HOSA members 	<ol style="list-style-type: none"> 1. Keep members' needs and requests in mind in order to create the most effective and interesting sessions possible. 2. Provide appropriate opportunities for all levels of members including competitive events focused on leadership, professional, and technical skills. 3. When planning, the Executive Council will keep the HOSA mission, core values, and national theme at the forefront to incorporate into all events. 4. WI HOSA voting delegates will consider the business of HOSA, elect executive council members at SLC, amend bylaws, make crucial decisions, and approve action. 5. Utilize our website, social media, and email communications to keep members informed of all opportunities and the deadlines that pertain to these events. 6. Provide educational seminars, workshops, and exhibits presented by professional partners that provide information about current healthcare issues. 7. Provide various levels of additional opportunities for all areas of membership. 	<p>Sarah & Veronica</p>

<p><i>citizenship.</i></p>		<ol style="list-style-type: none"> 8. Facilitate the Post-secondary State Leadership conference for the first year. 9. Networking opportunities for Alumni Division. 10. Provide the opportunity to meet people from across the state with similar career goals. 11. Conduct conferences that will include leadership and career development workshops and activities, competitive events, business sessions, general assemblies, and other activities as desired by state membership. 	
<p>5. Media & Marketing Purpose: Through the use of multiple different social media platforms, this program serves as a connection resource between HOSA members, advisors, alumni, and outside sources. The HOSA brand is managed through this program, bringing awareness to the wider value and reputation of HOSA.</p>	<ol style="list-style-type: none"> 1. Wisconsin HOSA will encourage all local chapters to create their own social media page(s). By the end of the 2022-2023 program year, at least 10 more chapters will have active social media page(s). 2. Wisconsin HOSA will teach HOSA branding rules and encourage all chapters to use these rules in their posts. By the end of the 2022-2023 program year, all local social media pages should be using correct branding. 3. Wisconsin HOSA will use social media as a tool to increase membership for the middle school division. Wisconsin HOSA will create posts and encourage local high school chapters to create middle school chapters at middle schools in their area. By the end of the 2022-2023 program year, at least 5 more middle school chapters will be created. 4. Wisconsin HOSA strives to increase member engagement in all of their social media pages. By the end of the 2022-2023 program year, at least 30% of followers on our social media pages will be actively participating in different social media posts/activities (commenting, sharing our posts on their profile, tagging Wisconsin HOSA in their posts, trivias, story activities, DM, etc). 5. Wisconsin HOSA wants to help advise local leaders in growing their local chapter. 	<ol style="list-style-type: none"> 1. Wisconsin HOSA will consistently create posts throughout the year encouraging members to have their chapter create a social media page. There will also be posts encouraging members to share their HOSA involvement on their personal social media page. If not much improvement is seen, Wisconsin HOSA will directly contact members and local chapters, telling them the benefits of sharing their HOSA journey through social media. 2. Wisconsin HOSA will set an example through their social media page by using correct branding on all posts (excluding sponsor/partner posts). We will also post throughout the year encouraging local chapters to use correct brand/formatting in their own posts by setting a good example on the Wisconsin HOSA Instagram. 3. We will promote middle school HOSA activities on our Instagram with the assistance of our Middle School Liaison. This will encourage more individuals to promote HOSA within their own school districts to get middle school chapters started in their own districts. The promotion of the middle school sector of HOSA will make many highschoolers aware that it exists, and it can allow for highschool members to contact their middle schools to get chapters started. 4. We will increase member engagement by creating engaging posts and stories. Our Weekly Wednesday Trivia has been a huge success so far, but we aim to get more responses in. We also aim to get more engagement with our posts by creating posts that encourage members to comment. 5. We will have a monthly post where we will give tips on how to increase membership, increase attendance, plan meetings/events, etc. 	<p><i>Aanya & Sriya</i></p>

INDIVIDUAL STATE OFFICER POSITIONS

Officer Position	Name of Officer	Officer Roles and Responsibilities
President	<i>Sarah Mounajjed</i>	<ol style="list-style-type: none"> 1. <i>Create agendas for all biweekly meetings</i> 2. <i>Lead the development of the Program of Work</i> <ol style="list-style-type: none"> a. <i>Facilitate advancement of priorities and objectives</i> b. <i>Develop sub-committees to lead certain events/activities/objectives of the Program of Work</i> 3. <i>Lead planning and business meetings</i> <ol style="list-style-type: none"> a. <i>Ensure that all officers have a role in planning and business meetings</i> b. <i>Uphold parliamentary procedure during all business meetings</i> 4. <i>Serve as the liaison between the Board of Directors and the Executive Council, along with the Vice President</i>
Vice President	<i>Manya Mehra</i>	<ol style="list-style-type: none"> 1. <i>Assist in creating agendas for all biweekly meetings</i> 2. <i>Uphold parliamentary procedures at Executive Council meetings with the President</i> 3. <i>Assist President in any events/activities as needed</i> 4. <i>Attend Board of Director Meetings, along with the President</i> 5. <i>Accept the responsibilities of President if she is unable to attend</i>
Secretary	<i>Sriya Gannapureddy</i>	<ol style="list-style-type: none"> 1. <i>Record minutes at all meetings</i> 2. <i>Compile all minutes and proceedings of all meetings and make them available to the general membership</i> 3. <i>Shall assume a position in the Board of Directors if there is a state officer vacancy</i> 4. <i>Assist with social media accounts.</i>
VP of Membership	<i>Umika Sivasamy</i>	<ol style="list-style-type: none"> 1. <i>Oversee continuous growth and support of Wisconsin HOSA members</i> <ol style="list-style-type: none"> a. <i>Manage the Ambassador Program to expand membership with the assistance of HOSA members</i> 2. <i>Expand and develop membership within existing and new chapters</i> <ol style="list-style-type: none"> a. <i>Reach out to chapters using a variety of communication platforms</i> 3. <i>Support chapters with training and resources</i> <ol style="list-style-type: none"> a. <i>State chapter visits and meetings to bring awareness of resources</i> b. <i>Provide resources to successfully carry out the mission of HOSA and local program of work</i>
VP of Public Relations	<i>Aanya Kasera</i>	<ol style="list-style-type: none"> 1. <i>Oversee Brand Management.</i> <ol style="list-style-type: none"> a. <i>Maintain HOSA brand and values.</i> b. <i>Create posts with accurate information and to connect with members.</i> 2. <i>Prepare materials to promote HOSA.</i> <ol style="list-style-type: none"> a. <i>Coordinate ways to promote HOSA through various platforms including social media, email, and the Wisconsin HOSA website.</i> 3. <i>Maintain all of the social media accounts.</i>
VP of Service Projects	<i>Audrey McCrimmon</i>	<ol style="list-style-type: none"> 1. <i>Coordinate Hosa Service Project and HOSA Cares</i> 2. <i>Share service information to chapters</i> 3. <i>Encourage members to participate in service projects</i> 4. <i>Lead HOSA Houses</i>
VP of Post-Secondary Division	<i>Veronica Goveas</i>	<ol style="list-style-type: none"> 1. <i>Serve as representative for the postsecondary/collegiate division</i> 2. <i>Serve as a voting member of the WI HOSA board of directors</i> 3. <i>Work with the postsecondary/collegiate advisor to accomplish membership growth, development, and engagement goals</i> 4. <i>Work to ensure the goals of WI HOSA are accomplished</i> 5. <i>Serve in any capacity as directed by the president</i>
Middle School Liaison (ex-officio)	<i>Diya Chilukuri</i>	<ol style="list-style-type: none"> 1. <i>Assume leadership of the middle school division of Wisconsin HOSA Membership</i> 2. <i>Attend Executive Council meetings and video conferences (as necessary and available)</i> 3. <i>Maintain active communications with the Executive Council in which the liaison shall be responsible for representation of the middle school membership.</i> 4. <i>Represent and include the Middle school division in Ambassador and HOSA Houses Programming.</i>

First Tri Evaluation (September)

#	What has been done:	What worked well:	What has not worked well:	What still needs to be done:	How will it get done:
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Priority of Work 1: WLA Series

1	Promotion of the WLA Series on Social Media Platforms and through different methods of communication.	Sending out emails to local chapters leaders and advisors about signing up for WLA.	Social Media posts, including stories, posts, and reminders to encourage members to join and engage. All posts contained the goals, and what members should be able to take away from the WLA series. However, after the posts were released on social media, only 2 members signed up.	While the Social media posts have helped bring some attention to the series, the frequency of posts is quite low. The posts have been placed sporadically instead of being consistent, catching the attention of members.	A plan needs to be made with the Secretary and Vice President of Public Relations, in order to send out more posts leading up to the date. The Social Media request form must be used to plan the schedule for the posts, in order to ensure the posting schedule is consistent, relevant, and engaging.
2	Preparation for the 2nd session of the WLA series.	Communicating with our state advisor, to create a list of topics that will be helpful for chapter leaders and advisors attending, in order to ensure they will lead a successful chapter this membership year.	Obtaining a variety of voices, including other state officers and advisors sharing information.	Reviewing the scripts and practicing for WLA session 2, and ensuring that each topic is of quality and utmost importance for HOSA members.	A plan needs to be made before the 3rd part of the series, which will be held on December 7th, to ensure that several different officers are speaking and increasing engagement with members from across the state. Roles and topics need to be assigned weeks in advance in order to perform a quality performance to the members of Wisconsin HOSA.

Priority of Work 2: HOSA Houses Program

1	Promotion of the WI HOSA, HOSA Houses Program	Made a plan with the Vice President of Public Relations to post informational Instagram posts for HOSA Houses.	Not many people have been filling out the sign-up form linked on the QR code of the Instagram post.	The applicants still need to get sorted into their houses and the meeting plans need to be made.	After more people sign up, the houses will be made based on the most popular career interests, and the applicants will get sorted into them.
2	Preparing for the first session of HOSA Houses meetings	Brainstorming different activity ideas to do in the meetings.	Getting members to sign up for the meetings.	The meeting slide shoes still need to be made, and the list of potential guest speakers needs to be made.	After more people sign up, the guest speaker list will be made based on the applicant's future career interests. Then the meetings will be planned, and will be based on the guest speakers.

Priority of Work 3: Ambassador Program

1	Promotion of the WI HOSA Ambassador Program	More members, advisors, and alumni were made aware of the program, and were encouraged to apply. Emails and reminders have been sent out concerning the program application	Making sure members fully understand what the program is about. Despite many attempts to do so, some applicants appeared to have different interpretations of what the program entails based on its title.	Get the first meeting's presentation and script together and run through the program member's contact information.	A task list has already been created which covers deadlines for either of these
2	Revision and Review of the HOSA Ambassador Program Handbook & Membership Growth Guide	Updating both the handbook and the guide as well as ensuring both were presented properly as a resource on the website.	At this juncture, there is no component of this priority that has not worked well. One consideration may be that members and chapters are not utilizing the handbook; however, we are unable to verify or deny this assumption.	Distribute the handbook during the first meeting. Notify them of its purpose and rules.	The Ambassador Program Handbook will be touched upon during the first meeting. There are no further action items for the Membership Growth Guide priority as it remains available to all on the website. The priority has been completed.

Priority of Work 4: Events and Conferences

1	No Tri 1 Report - No Events or Conferences took place.			
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Priority of Work 5: Media & Marketing

1	Encouraging local chapters to create social media page(s)	Made a plan with the Vice President to connect with local leaders through the WLA series 3 and encourage them to have their local chapter create a social media to share their experience with other chapters and Wisconsin HOSA.	As of now, everything is going as planned with this goal. A plan is set in place and ready to be acted upon.	A plan still needs to be made on what will be shared in the WLA series 3 and how the social media team will keep track of their progress on this goal.	The VP of Public Relations will work to create a plan with the Vice President on how to incorporate this plan in the WLA Series 3. Then, the VP of Public Relations will work to create a session plan and a tracking method to see how many new chapter's create a social media.
2	Teaching branding rules and giving tips to local leaders and members on how to help their chapter go beyond all limits	Through the first WLA Series, the VP of Public Relations gave a session teaching local leaders HOSA branding rules. In addition, posts to encourage chapter members to go beyond all limits (i.e. tips on incorporating core values) have gone out. Posts such as membership development tips are planned to go out later in the year.	More posts relating to branding rules and chapter development tips still need to be planned and created, as there are few posts as of now relating to these topics.	A plan needs to be created on what more posts should go out to achieve this goal. These posts also need to be created.	The VP of Public Relations and Secretary will work to create a plan on creating social media posts relating to chapter and member development. They will create both posts and videos so member engagement can be increased.
3	Increasing middle school membership	Working with Diya, our Middle School Liaison, has been extremely helpful to understand the posting needs for promoting Middle School HOSA. We will continue to communicate with her to increase Middle School membership this year.	Solely relying on social media has not been the greatest tactic, because many people who follow the HOSA social media already know about Middle School HOSA.	We need to find other ways to increase middle school membership, rather than depending only on Instagram and Facebook posts.	We will work with not only Diya, but also the HOSA Ambassadors Program and Umika, the Vice President of Membership, to inform more middle schools in Wisconsin about HOSA.
4	Increasing member engagement on social media	The "Weekly Wednesday Trivia" has been a huge success. The members enjoy answering medical trivia with visually appealing graphics and immediate feedback. We get anywhere from 50-100 responses each time we post trivia, resulting in quality interaction with the Wisconsin HOSA Instagram page.	Making posts that request members to post a comment on our post has not been working very well. Our average likes on a post also remains around 40-50 on average. This means that less than 3% of our followers like our posts.	When we make posts that request followers to comment, if HOSA officers typically commented 1 or 2 things, this could possibly make general HOSA members more likely to comment.	We will request WI HOSA State Officers to comment 1 or 2 things whenever we make a post that asks chapter members to comment. Seeing 5 or more comments on a post, is more likely to make others feel comfortable enough to comment. Increasing comments would also allow the Instagram algorithm to show our posts to a wider audience.

Second Tri Evaluation (December)

#	What has been done:	What worked well:	What has not worked well:	What still needs to be done:	How will it get done:
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Priority of Work 1: WLA Series

1	<i>WLA Series Session 3: December 7th, 2022</i>	<i>Having several other officers present, such as the Vice President of Membership and the Vice President of Public Relations, to share their insight and allow members of Wisconsin HOSA to connect with the rest of the State Executive Council.</i>	<i>Creating energizers and overall content that is engaging and allows all attendees to meet each other from across the state. In addition, some energizers have not worked due to technological difficulties, which disables engagement and communication.</i>	<i>A plan needs to be made before the 4th and final part of the series, which will be held on February 8th, to ensure that several different officers are speaking and increasing engagement with members from across the state.</i>	<i>A plan will be curated by meeting with the state advisor to discuss relevant topics that will be presented at the next meeting. Roles and topics need to be assigned weeks in advance in order to perform a quality performance to the members of Wisconsin HOSA. A plan will be curated by meeting with the state advisor to discuss.</i>
2	<i>Promotion of WLA Series</i>	<i>Increasing the frequency of social media posts and stories that include engaging content. All posts contained the goals, and what members should be able to take away from the WLA series, which helped double the amount of attendees.</i>	<i>Emails have only been sent out to members who have signed up for the WLA Series through the interest form. To increase the amount of attendees, an email should be sent out to all affiliated members.</i>	<i>A plan needs to be made with the Secretary and Vice President of Public Relations, in order to send out social media posts leading up to the date of the session.</i>	<i>The Social Media request form must be used to plan the schedule for the posts, in order to ensure the posting schedule is consistent, relevant, and engaging.</i>

Priority of Work 2: HOSA Houses Program

1	<i>HOSA Houses November Session.</i>	<i>Getting educational guest speakers to present about their career.</i>	<i>Getting an adequate number of members to sign up, and having those members attend the HOSA Houses meetings.</i>	<i>Planning for the February HOSA Houses session.</i>	<i>Once it gets closer to the next session, we will need to make the weekly slideshows as well as plan the meeting activities to go with the guest speakers' career.</i>
2	<i>Promotion of HOSA Houses.</i>	<i>Individually emailing members who have signed up, and reminding them about the meetings.</i>	<i>Only reaching out to members who have signed up for HOSA Houses through the interest form.</i>	<i>Email all the affiliated members in the state to promote HOSA Houses and get more members to sign up.</i>	<i>Once it gets closer to the next session, we will need to get the email list and draft an email to be sent out.</i>

Priority of Work 3: Ambassador Program

1	<i>WI HOSA Ambassador Program October & November Session</i>	<i>Getting members to participate during meetings and perform their tasks as ambassadors of the program.</i>	<i>Receiving responses from schools. Often Ambassadors will send emails to schools but receive little to no response.</i>	<i>Working out what will be covered during the December Ambassador Program Session.</i>	<i>As the date approaches, the slideshow will be updated and the task list completed.</i>
2	<i>Promotion of HOSA Ambassador Program</i>	<i>Keeping Ambassadors on task through check-ins at meetings.</i>	<i>Making sure Ambassadors are working diligently outside of meetings and keeping up to date on when to send out 2nd & 3rd attempt emails.</i>	<i>Planning future content to keep Ambassadors engaged and wrapping up 2nd attempt emails.</i>	<i>As slideshows are updated and zoom links are sent out, Ambassadors will continue to be informed of the timeline of the program and how much time they have for each task,</i>

Priority of Work 4: Events and Conferences

1	<i>Fall Leadership Conferences</i>	<i>Both conferences were successful with 423 participants. Sessions with the interprofessional lens on a healthcare patient scenario were well received.</i>	<i>Students not getting their preferred session based on the career areas offered through the patient scenario. HOSA member evals reflected some learning challenges with the HOSA leadership focused sessions.</i>	<i>Site locations need to be confirmed for 2023.</i>	<i>HOSA Events and Partnership Coordinator is communicating with potential hosting sites to confirm dates.</i>
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Priority of Work 5: Media & Marketing

1	<i>Encouraging local chapters to</i>	<i>There will be a social media</i>	<i>A system to track progress for how many</i>	<i>In addition to encouraging chapters to</i>	<i>We will start to create more posts giving</i>
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	<i>create social media page(s)</i>	<i>session in WLA Series 3 to encourage local leaders to start a chapter social media page.</i>	<i>chapters have created new social media accounts is still a work in progress. As of now, we are seeing new accounts being created but still do not have an efficient way to track this.</i>	<i>create a social media page, we need to also encourage and assist them in staying active in their page and with connecting with Wisconsin HOSA through social media.</i>	<i>social media tips, showing why it is important to stay active on social media, and giving more opportunities to connect with Wisconsin HOSA through social media.</i>
2	<i>Teaching branding rules and giving tips to local leaders and members on how to help their chapter go beyond all limits</i>	<i>There will be a social media session in WLA Series 3 covering branding rules. The state officer "tips to go beyond all limits" social media series is in progress. In this series, a post is going out every month in which the state officers give a tip to help local leaders and members go beyond all limits.</i>	<i>As of now, everything is going as planned with this goal. A plan is set in place and is being acted upon.</i>	<i>In addition to the state officer "tips to go beyond all limits" social media series, we are planning on creating even more posts giving tips on how to go beyond all limits in any aspect including HOSA, school, and mental health.</i>	<i>We will create more posts in the upcoming months relating to branding rules and tips on going beyond all limits.</i>
3	<i>Increasing middle school membership</i>	<i>Advertising middle school activities and events through Instagram posts has worked really well. Additionally, adding instructions on how to start a middle school chapter encouraged more high school chapters to get middle school chapters started.</i>	<i>Communicating to middle school students through social media is a bit difficult because many don't have cell phones yet, but if secondary division chapters see the posts, they can help start middle school chapters. Otherwise, we are track with all of our middle school division targeted posts.</i>	<i>Apart from continuously making posts targeting our wide age range of students, we need to make sure to communicate with our Middle School Liaison to make sure all social media needs are consistently being met.</i>	<i>We will get in contact with Diya to brainstorm other ways to get middle school students engaged with WI HOSA media accounts.</i>
4	<i>Increasing member engagement on social media</i>	<i>Our "Weekly Wednesday Trivia" has worked incredibly well, as the data collected shows increased engagement month after month. Furthermore, we have experimented with other types of engagement methods such as word searches, "this or that", "WI HOSA Wordle", and other new and innovative Instagram stories. In addition, we have been keeping up with social media trends such as "Spotify wrapped" to keep our page unique and to encourage members to repost our content.</i>	<i>As of now, everything is going just as planned with social media engagement. Our members have been continuously interacting without posts and stories.</i>	<i>We need to continue making engaging posts and stories to keep members connected with WI HOSA. Additionally, we could increase engagement by encouraging chapter pages to make comments on WI HOSA posts.</i>	<i>We will offer shout outs to local chapters which interact with our posts similarly to the IEC. We can communicate this at conferences and make a post to notify chapters of this opportunity.</i>

Third Tri Evaluation (February)

#	What has been done:	What worked well:	What has not worked well:	What still needs to be done:	How will it get done:
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Priority of Work 1: WLA Series

1	<i>WLA Series Session 4: February 8th, 2023</i>	<i>Having another officer present (Secretary) to share their insight and allow members of Wisconsin HOSA to connect with the rest of the State Executive Council. In addition to this, an interactive aspect that members could</i>	<i>Due to technological difficulties, several segments were cut out, which disables engagement and communication. In addition to this, the lack of conducting a practice run-through led to inconsistency and a lack of flow.</i>	<i>There are no more WLA Sessions for the remainder of the membership year.</i>	<i>There are no more WLA Sessions for the remainder of the membership year.</i>
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		<i>accomplish on their own allowed for more engagement and positive feedback. Furthermore, the focus and emphasis on ways chapter leaders can keep engagement throughout the end of the year led to more vital information being relayed to the attendees.</i>			
2	<i>Promotion of WLA Series</i>	<i>Increasing the frequency of social media posts and stories that include engaging content. All posts contained the goals, and what members should be able to take away from the WLA series, which helped increase the number of attendees, for an average of 12 per each session.</i>	<i>Emails were only sent out to members who had signed up for the WLA Series through the interest form. To increase the amount of attendees, an email should be sent out to all affiliated members.</i>	<i>There are no more WLA Sessions for the remainder of the membership year.</i>	<i>There are no more WLA Sessions for the remainder of the membership year.</i>

Priority of Work 2: HOSA Houses

1	<i>HOSA Houses November Meeting</i>	<i>In the second session of the November HOSA Houses meetings there was a greater turnout of members.</i>	<i>There was not an overall high number of members per HOSA Houses meeting, which was not fair to the guest speakers.</i>	<i>There are no more HOSA Houses meetings this year.</i>	<i>There are no more HOSA Houses meetings this year,</i>
2	<i>Discuss HOSA Houses during the next business meeting.</i>	<i>During the last held HOSA Houses meeting there was a better turn out of the members and better engagement.</i>	<i>Getting an average of more than 10 members to consistently attend the HOSA Houses meetings.</i>	<i>Hold a business meeting to discuss the discontinuation of the HOSA Houses program.</i>	<i>It will be a topic of discussion at the next business meeting.</i>

Priority of Work 3: Ambassador Program

1	<i>WI HOSA Ambassador Program Final Meeting Session</i>	<i>The March meeting saw a majority of attendance with members ready to share their thoughts on the program as a whole and what they were able to accomplish.</i>	<i>Not all ambassadors completed their tasks to equal proficiency. It was a little difficult at times to get them on the same page.</i>	<i>There are no more WI HOSA Ambassador Program Meetings for the remainder of the Program Year.</i>	<i>There are no more WI HOSA Ambassador Program Meetings for the remainder of the Program Year.</i>
2	<i>Closing out the WI HOSA Ambassador Program</i>	<i>When it came to closing out the program year, most ambassadors were fast to respond and help close out emails and schools.</i>	<i>At times, it was difficult to follow up with ambassadors in helping out with the process of "closing out schools" and updating the Master List properly.</i>	<i>Finishing up an end of year program report to summarize what we've achieved and what can be improved from next year.</i>	<i>Set deadlines for mid-May has been set on the Ambassador Program Task list.</i>

Priority of Work 4:

1	<i>Regional Leadership Competition</i>	<i>Throughout the Regional Leadership competition, we have reached our highest number of competitors yet.</i>	<i>The zoom account reached capacity, Wisconsin HOSA needs to consider other ways to reach all members for sessions.</i>	<i>N/A</i>	<i>Continue to use RLC feedback for reference in future years.</i>
2	<i>State Leadership Conference</i>	<i>This conference has reached a record amount of attendees. Which has allowed for ample opportunities of networking,</i>	<i>Similar to the Regional Leadership Conferences, our attendance at the 2023 State leadership Conference was much larger than previous years. Some of the</i>	<i>State Advisors start to look at price and location possibilities.</i>	<i>They have already started looking at possible options!</i>

	<i>competing and learning at SLC. The conference did a great job still providing opportunities for all members.</i>	<i>general sessions were over capacity and will need to look into a possible alternative location.</i>		
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Priority of Work 5: Media & Marketing

1	<i>Encouraging local chapters to create social media page(s)</i>	<i>We have seen many new accounts being created, especially due to how much membership and chapter growth experienced this year. The WLA Series Session 3 and our spotlight posts on the Wisconsin HOSA social media have likely played a huge part in this.</i>	<i>We still don't have a direct system of measuring how many new accounts created, but it is not as much of a problem because we still know that more chapters are actively sharing their achievements through social media, even if there is not a specific number for how many.</i>	<i>Now, the main goal is not only to encourage chapters to create social media pages, but to be actively engaged there.</i>	<i>We will do this through our second goal listed below, and will use the Wisconsin HOSA social media to give tips to members on how to use their chapter social media pages to increase member engagement and go beyond all limits.</i>
2	<i>Teaching branding rules and giving tips to local leaders and members on how to help their chapter go beyond all limits</i>	<i>The WLA Series Session 3's section on social media was very successful. Many members there already had a chapter account created and learned ways on how to correctly brand and efficiently post to increase member engagement. In addition, more posts on the Wisconsin HOSA social media have gone out each month giving tips to the general membership: the state officer beyond all limits tip series, membership development tips, mental wellbeing tips, and more.</i>	<i>As of now, everything is going as planned with this goal. A plan for the upcoming months is set and we will continue showcasing this goal in the social media tasks.</i>	<i>We will continue to create and post content relating to this goal in the upcoming months.</i>	<i>These posts will be added to the social media calendar for the upcoming months.</i>
3	<i>Increasing middle school membership</i>	<i>We made more opportunities available for middle schooler students to learn about opportunities in HOSA by publicizing middle school activities.</i>	<i>There was not much that didn't work out.</i>	<i>Getting in touch with the parents of middle school members may be more effective because many middle school students may not have access to social media.</i>	<i>We can promote middle school activities at ILC by not only making posts but by also emailing their parents to inform them of opportunities.</i>
4	<i>Increasing member engagement on social media</i>	<i>We continued to interact with local chapter pages and make posts that encouraged members to comment.</i>	<i>As of now, everything we had planned had been working out well.</i>	<i>We will continue to make interactive posts for members to keep up engagement with social media.</i>	<i>We can continue to make engaging posts, and continue interacting with local chapter social media pages.</i>

Overall Evaluation (Business Meeting - State Leadership Conference)

Priority of Work 1: WLA Series

The number for attendees for the WLA series was less than anticipated. While those members that attended were able to take away vital information to help prepare themselves and their chapter for the membership year, the next executive council must evaluate whether the continuation of this program shall be continued, and how it can be strengthened and improved.

Priority of Work 2: HOSA Houses

Due to the lack of membership involvement, the final HOSA Houses meeting was canceled. It was voted on at the annual delegation meeting to incorporate HOSA Houses to in-person events to work on building stronger connections and engagement.

Priority of Work 3: HOSA Ambassador Program

Overall, the engagement of the Wisconsin HOSA Ambassador Program was successful. Members were able to perform tasks dutifully, access the necessary materials and connect with the program lead. While there are still improvements to communication and convenience that can be made, attendance of our ambassadors was consistent indicating strong interest from our members toward the program and its goals.

Priority of Work 4: Overall, the efforts for Events and Conferences have been extremely successful. Through usage of last year's feedback, the organization was able to see our most successful events yet! While continuing to provide high quality content and opportunities for members, our conference sizes grew exponentially. As the first year back with all conferences possible in person since the pandemic, we have shown much growth and have reached many of our goals.

Priority of Work 5: Media & Marketing

Overall, our social media and marketing efforts throughout the program year have been extremely successful, and this is shown through our incredible membership growth and large number of new chapters created. Our membership engagement and following on social media has remained higher than ever, and we have loved to see all of our members sharing their accomplishments throughout the Wisconsin HOSA community.