



Voice of Idaho Business Plan



Let's Be SMART



VISION, MISSION, & GOALS (3 - 5)

<p>S</p> <p><u>Specific</u></p> <ul style="list-style-type: none">- State what you'll do- Use action words	<p>M</p> <p><u>Measurable</u></p> <ul style="list-style-type: none">- Provide a way to evaluate- Use metrics or data targets	<p>A</p> <p><u>Achievable</u></p> <ul style="list-style-type: none">- Within your scope- Possible to accomplish, attainable	<p>R</p> <p><u>Relevant</u></p> <ul style="list-style-type: none">- Makes sense within your job function- Improves the business in some way	<p>T</p> <p><u>Time-bound</u></p> <ul style="list-style-type: none">- State when you'll get it done- Be specific on date or timeframe
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Mission Statement



Our purpose is to further the exchange of information and cooperation between members, to promote radio knowledge, fraternalism, and individual operating efficiency in all aspects of Amateur Radio, and to so conduct club programs and activities as to advance the general interest and welfare of Amateur Radio in the community.



Business Plan Values



- Member development
- Repeaters
- Learning
- Communication
- Amateur Radio Community



Goals and Activities

Member Development Goals/Activities

Part 1



- 55 people in club meetings by December
 - Welcome people to club meetings – tomorrow
 - Assign a guide when a new person comes - tomorrow
 - Post a person at the door each meeting to greet people
 - Several people to greet people prior to the meeting
 - Ask folks what the club could do for them
 - Coupon for one free pizza
 - Be inclusive and welcome people
- 15 new paid members by November
 - See activities above
 - Give 1 year membership to newly licensed ham in our exam sessions
 - Continue past activities related new hams
 - At test sessions people who fail get assigned someone to help them pass the next test
- 10 strong Elmers on mentor team by May
 - Elmers/partners/mentors/buddies – recruit people to take on a broader role than an Elmer.

Member Development Goals/Activities

Part 2



- Contact members by May including 2+ personal contacts this year
 - Recruit a leader for this activity – Gordon
 - Recruit a group of 5 or 6 people to contact survey submitters – April 15
 - Calls to survey submitters when an opportunity to volunteer appears – June
 - More widely distribute the list of responders to the survey to club leadership
 - Contact both survey responders and folks who did not respond
 - Use this activity to draw in people who attend and represent an untapped resource

- Non-standing committee to recruit folks for leadership by May
 - Review survey responses looking for suitable folks and then contact them
 - Mentor 3 new club leaders by November
 - Identify folks who we think might want to be in leadership
 - Use results of contacting the members to indicate potential candidates
 - Board members make suggestions
 - Multiple candidates for each club officer position in November
 - Advertise this goal in the club
 - An assistant for each officer in 2023
 - All of leadership be on a continual lookout for candidates for various positions



Member Development Goals/Activities

Part 3



- Increased diversity, equality, and inclusion in the club, value people
 - Treat every individual as valued and respected who shows up to the club
 - 10 female members by December 2023
 - Be inclusive in our activities
 - Make ladies feel valued
 - 10 younger than 25 years of age by December 2023
 - 10 minority members by December 2023



Repeater Goals



- Upgrade all repeater sites for power, transmission lines, antennas, and include more features and upgrades including linking repeaters by November
 - Traditional linking project
 - Valley Floor linking concept
- 2 visits to each mountain-top repeater site minimum and 1 visit to the bench site each year by November 2022
 - A list of maintenance needs has been created
- Annual inventory of all sites and storage - 2022



Learning Goals/Activities



- 3 classes this year
 - Repeater class for new hams – May 27 & 28, 2022
 - Young people's class by end of 2022
 - Antennas for new hams by end of 2022
- 4 builds this year
 - Attenuator by end of 2022
 - Volt meter by end of 2022
 - Crystal set (first ins a series of simple radios) by end of 2022
 - 2 meter antenna, possibly a Moxon, by end of 2022
- 12 Exam sessions this year
 - Full schedule in progress

Communication Goals/Activities



- Designate Business Plan project manager by May
 - Write a job description for project manager - soon
 - Program manager, timelines, workflows, ...
 - Evaluate what is working/not working for
 - Report regularly to the board of directors
 - Report on budget progress (Treasurer)
 - Query folks who have filled out skills questionnaire – soon (Gordon)
- Effective web site online by June
 - Advertise that we have a set of specification for the website
 - Evaluate possible web developers to make certain we can get the specs we want for a price we can afford
 - Have Dr. Mike and Tom talk to the person for specifications
- Create 3 nets for high interest topics by September
 - Select topics
 - Fusion
 - Antennas
 - New hams with experienced hams
 - Tips for installing a mobile radio and antenna in a car
 - Select schedule relevant to each topic
 - Recruit folks who graduate from repeater class to on-air net and to Zoom round table
 - Select repeater system to use for each topic
 - Recruit net controls for each net



Amateur Radio Community Goals/Activities



- Partner with REACT
 - Completed
- Enhance our relationship with ARES
 - Completed
- Conduct annual picnic and SWAP meet by August
 - Set up a radio to operate at the picnic
 - Consider setting up and using the satellite trailer
- Support another SWAP meet in the area by December
 - Watch Idaho hams Facebook page for a SWAP meet being advertised – now