2019 TellicoLife Objectives
FINAL Version 02-27-2019

1. Financial Self Sufficiency.
   a. Enroll and additional 10-20 organizations to assure financial self-sufficiency. (All year)
   b. Explore alternate sources of funding. Ex. Sponsors, promotions, etc. (Q2)
   c. Retain Platinum, Gold, Silver and Bronze organizations (Sept)

2. Establish TellicoLife sustain organization and governance structures.
   a. Personnel:
      i. Develop the TellicoLife sustain organization structure. (March)
      ii. Transition Jerry Fox, Pat Forgrave, Kurt Szeluga, and other positions as identified in sustain organization structure. (by Year end)
      iii. Transition 2018 to 2019 admins, learn from best practices and augment training / documentation for the future (Q1)
      iv. Transition Marsha Herzog, after her replacement shadows her for 1 year (Start search Q2)
      v. Add marketing / communications person (Q2)
      vi. Admin team to self-manage (Q1)
      vii. Treasurers team to self-manage (2020)
   b. Increase differentiation between Steering and Admin Teams, with
      i. Steering team managing strategic priorities for the Board (Q1/2)
      ii. Admin team addressing club operational processes (Q1)
   c. Provide job descriptions, including responsibilities and time estimates as primary recruiting tool. (April)

3. Advance self-service across all clubs and organizations (Started, timing TBD)
   a. Address both membership (largely complete) and events (in process)
   b. Reduce burdens on club admins, and event coordinators. Club volunteers in general.

4. Monitor and improve value to all participating organizations and individuals
   a. Conduct survey of on-line experience (Q2)
   b. Manage web content to always simplify and add value (Quarterly updates)
   c. Explore needs of Gold, Silver and Bronze organizations, probably with 1 or more meetings (Q2)
   d. Increase traffic to TellicoLife, including Best of and Volunteering
   e. Evaluate credit card refund cost and recovery options.
   f. Evaluate multi-Club Membership for 2020.