

**STRATEGIC ISSUE:**        *Membership Development/  
Community Awareness*

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**SPECIFIC GOAL:**        **Increase number of paid memberships (10% by 8/31/06)**

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**ACTION PLAN:**    *(Include deadline date and person responsible)*

1. Identify current paid members (name, call, skills, interests, location, license)
2. Review and update membership application form
3. Mail meeting reminders/newsletter
4. Reach out to licensed and non-licensed persons.
5. Update current area licensed hams - Investigate and prepare list by 5/11/05
6. Send survey, questionnaire
7. Utilize small QSL card (business size)
8. Dual purpose cards with information gathering sections
9. Investigate methods to gather information

**STRATEGIC ISSUE:**        **Membership Development/Community Awareness**

**SPECIFIC GOAL:**        **Increase participation of existing members**  
**Average attendance at meetings (18 people),**  
**At least twenty people will be involved in at least one event**

**ACTION PLAN:**    *(Include deadline date and person responsible)*

1. Interesting programs
2. Survey members' interests
3. Rent videos from ARRL
4. Continually invite (email, postcard, personal contacts, phone chain)
5. Door prize
6. Ham of the Year award (participation, bringing in members, general welfare of the organization)
7. Website expansion

**STRATEGIC ISSUE:**      **Membership Development/Community Awareness**

**SPECIFIC GOAL:**      **Seek opportunities to promote Amateur Radio services  
(5 contacts by 8/31/06)**

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**ACTION PLAN:**    *(Include deadline date and person responsible)*

1. Promote and distribute information about our club, what we do, inform people that amateur radio is being well-used.
2. Take part in more community events
3. Set up booths at Fair
4. Promote Scout merit badge training programs.
5. Involve/invite shop teachers to join meetings
6. Public service ads on radio - meeting, events, etc
7. Ham related links / website
8. Utilize small QSL card (business size)
9. Dual purpose cards with information gathering sections
10. PAMPLETS to distribute
11. PUBLIC Relations liaison?
12. Free ads in papers
13. PRESENTATIONS at Fire Departments
14. DEVELOP program to present to organizations
15. Review and update existing bylaws

**STRATEGIC ISSUE:**      **Membership Development/Community Awareness**

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**SPECIFIC GOAL:**      **Four continuing education programs (by 8/31/06)**

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**ACTION PLAN:**    *(Include deadline date and person responsible)*

1. Survey membership
2. Research program availability, guest speakers
3. Power Point presentations on Traffic Handling
  - a. Propose a traffic handling net
4. CW Net - (Learning Experiences)

**STRATEGIC ISSUE:      Operations & Equipment**

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**SPECIFIC GOAL:      99% KLARA system uptime (downtime tracked by individual repeater trustees)**

**ACTION PLAN:    *(Include deadline date and person responsible)***

1. Create a backup repeater, to put at any VHF repeater site.
  - a. Backup parts
2. Expand alternate power at each site (solar, generator)
3. Portable repeater
4. Determine regular maintenance needs, establish a calendar
  - a. Better SWR at .190 site

**STRATEGIC ISSUE:      Operations & Equipment**

**SPECIFIC GOAL:      Establish baseline and assess needs for increased accessibility to KLARA system from Steuben and contiguous counties as Amateur Radio-related activities increase.**

**ACTION PLAN:    *(Include deadline date and person responsible)***

1. Tower at .33 site
2. Contacts with other repeater owners
3. Attend other club meetings, invite them to our events
  - a. Ask Sam to extend invitation to Allegany Highlanders to Christmas Party

**STRATEGIC ISSUE:      Operations & Equipment**

**SPECIFIC GOAL:      Conduct a thorough inventory (12/31/05); determine value, ownership records, and sufficient insurance (3/31/06)**

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**ACTION PLAN:    *(Include deadline date and person responsible)***

1. Don Whitehead and Tom Shugars will conduct an inventory
2. Carol Whitehead will obtain equipment list