

DOVIA STRATEGIC PLAN  
(Created January 2012)

**Goals for 2012**

- To increase membership by 10 %: recruit more, and more diverse, DOVIA members. **Current membership is 20 individual members.**
- To present at least two (2) DOVIA-sponsored workshops, including: (intensive, multi-day workshops or part of a conference?) each calendar year. **This is new for DOVIA.**
- To increase public awareness of DOVIA with strategic use of PR/Marketing/Social marketing. **We currently have no website and use emails and constant contact as primary source of communication.**
- To participate in two (2) "Volunteerism In Action" service projects. **We participated in one as a group than in 2011.**
- To participate in 20 % more field trips than in 2011. **DOVIA members were offered 7 opportunities for gathering as a group in 2011.**