Strategic Goal #2 ***Increased Membership***

1. ***Establish Outreach Committee***
   a. Establish training for the Liaisons with support infrastructure.

2. ***Active Members***
   a. *Contact Org. Consultants throughout the state.*
   b. Identify Activists who are active members.
   c. Get list of Association reps in each building from AEA

3. ***Design a Llaison System to support the local active member***
   a. AEA-Retired board members, committee chairs, and strong leaders would each take a local with which they may have been affiliated, or is geographically close.
      i. attend local association rep. meetings once or twice a year.
      ii. attend cluster meetings with that assn.
      iii. work iwth the president and local assn. to construct a list of upcoming retirees.
      iv. facilitate pre-retirement meetings
      v. faciliate Issue forums
         1. medicare
         2. prescription plans
         3. supplemental healthcare
         4. ASRS
         5. 5 Wishes
         6. Long Term Care
         7. Health Care
         8. Social Security
         9. etcetera

4. Annual Outreach Event
   a. Examples: congrats upon retirement; delegate assembly; large issues forum break-out sessions; Member Benefits

5. Delegate Assembly
   a. Invitation to active local presidents at AEA D.Assembly to attend and get information about AEA-Retired.
   b. Table at all Leaders' Conference with information about AEA-Retired
   c. Flier inside each delegate assembly packet
      i. Delegate go back to local and pass out forms at caucuses prior to the D.A.

6. Regular column in the Leaderline

7. Create a poster bulletin board for each and every bldg site in AZ. Give to local Pres. to pass out to each site.

8. Redesign membership form for clarity and ease of understanding.

9. Ad hoc Exploratory Committee for AEA-Ret. Lifetime membership

10. Sub-For-A-Day

a. to support membership recruitment by local leaders

b. attend new teacher luncheons for those school districts who still have them.

Still to accomplish for this goal:

1. Plan 3 year timeline: ie first year to plan, second year to use focus groups, 3rd year to refine and expand.
2. Add a component: strengthen and support AEA-Retired Chapters