Focus Area	Tier 1 Goal	Tier 2 Goal	DLC/Committee Responsible for Implementation	Timeline for Completion	SHAPE America Staff and/or Financial Support
Social Media	*Promote Health. Moves. Minds. With state ED to post on all social media venues existing in their states		Matt, Justin, Brent	Ongoing	No
	*Facebook, Twitter, Instagram		Matt, Justin, Brent	Ongoing	
	*Increase all social media activity within the districtpost more regularly all health and PE related events happening across the Western District		State EDs (sending info to Matt, Justin, Brent)	Ongoing	No
	*Continue to offer opportunities for members to be recognized for various accomplishments and successes		State EDs (sending info to Matt, Justin, Brent)	Ongoing	No
	*Promoting State Conferences and virtual workshops that may be		State EDs	Ongoing	No

	happening				
Engaging States	*Promote Health.Moves.Minds in each state (Education rather than just a fundraiser, especially in those states that are not allowed to add a fundraiser)		Ann (HMM)	Ongoing—working with states to incorporate the virtual element	No
	*Developing Leaders			Leadership retreat tentatively scheduled for Feb 2021—may be virtual	No
	*Increasing Membership in states with smaller membershipfocusing on Nevada and Oregon right now		Janae, Nancy, Heather Michelle & Heather (Awards)	2020-2021 Academic year	No
	*Western District will select award winners and host an awards ceremony session at a district or national level conference to present awards			Ongoing—this may be happening virtually	No
	*Western District Director and/or awards chair will communicate		Megan, Michelle & Heather (Awards)	Ongoing	

	with state EDs all SHAPE America district or national level updates to awards criteria and processes.			
Advocacy	*Promote National SPEAK OUT! Day with all Western District states to increase representation across the district1 representative from each state	Megan & Brent	Ongoing—IF this happens this year	No
	*Promote Health.Moves.Minds with all Western District state EDs	Megan & Ann	Ongoing	No