



**MAHU STRATEGIC PLANNING  
2015/2016  
8/12/15**

A SWOT analysis was worked on prior to discussion of goals

**2015/2016 MAHU BOARD GOALS**

Membership retention

Prove membership value  
Local & State Levels

Awards

Strive to obtain same level of awards satisfaction

Training of our local leaders

Provide training in spring for incoming local leadership

Communication

Continue to provide constant consistent communication with members