


2011 IDEA Plan of Work

Action Items	Proposed Start Date	Targeted Com. Date	Leader	Budgeted Amount	Year-to-date Actual	Budget Balance		Committee Members	Comments
Goal 3: Strengthen IDEA Through Increased Membership and Resources									
Objective A: Increase Membership In IDEA									
Update IDEA Informational Brochure	February-11	April-11	Sharon Watson	\$0.00	\$0.00	\$0.00		Educ./Outreach Committee	
Hold Membership Drive, including Distribution of Updated Brochure	July 1, 2010	June 30, 2011		\$0.00	\$0.00	\$0.00		IDEA Directors	
Seek out Associate Members	January-11	December-11	IDEA Directors	\$0.00	\$0.00	\$0.00		IDEA Directors	
Objective B: Market IDEA Promotional Items									
Inventory existing promotional items	April-11	August-11	Ann Ice, Cheryl Jarrett					Educ./Outreach Financial Committee	Older apparel, notecards, etc. for giveaways
Promote IDEA marketing line	February-11	December-11		To be determined				Educ./Outreach Financial Committee	Apparel, notecards, nametags, portfolios
Objective C:									
TOTAL ESTIMATED AMOUNT BUDGETED FOR 2011				\$10,470.00	\$50.00	\$10,420.00			