2020 – 2021 BOARD OF DIRECTORS' ANNUAL GOALS

Our Mission

Serve all Alpaca Owners Association members to facilitate their success within the alpaca industry.

Our Vision

A recognized and sustainable North American alpaca industry for alpaca owners, alpaca breeders a
those who design, produce and sell alpaca related products and services.

Short-term action items – Q3 2020

Action items due this quarter	Responsibility	Due date	Status
Develop procedure for naming appropriate spokesperson for various issue. Ie: media interviews, PETA responses, general.	Board	September 2020	Add to September agenda.
Twice per month, Bd. members write articles, record short videos, reach out to new owners on the care of alpacas.	Board	September 2020	Sharon is writing a short article on the importance of BVDV testing.
Name ad hoc group to answer questions necessary for COI tool.	Board(Shauna)	September 2020	
Educate members through short videos on the importance of EPD's and end use direction	Staff coordination with Dr. Enns	Q3	1st video in. Videos 2 – 3 are in progress.
Convene event manager call to discuss changes, recommendations, hear other recs.	Staff	August	
Collect organizing docs from potential partnering foundations to see if missions match.	Shauna + Robin	September	

Goals + Actions + Measures

Goals + Actions	Measures	Progress
I. Be the Champion of Alpacas both publicly and among members.		
Action 1: Develop and control the Alpaca narrative for internal and public audiences.	(1) Consistent communications via PR, social posts, website messaging, eBlasts, emails, articles and more.	Ongoing

Goals + Actions	Measures	Progress
	(3) Annually review and update publications prior to reprints. (4) Quarterly review and update website pages.	Ongoing, annually. New homepage + up 08.25.20
Action 2: Develop a US Fiber Standard	(1) Define what a US Fiber Standard would require. (2) Review Fiber Council info, collect additional, needed info. (3) Share Fiber Standard (4) Use the IFA and other sources to educate on Fiber Standard	Q4 Q4 Q1 2021 Q1 2021
Action 3: Develop Best Practices for responsible alpaca ownership.	(1) Develop Health & Wellness ad hoc committee. (2) Twice per month, Bd. members write articles, record short videos, reach out to new owners on the care of alpacas. (3) Make general educational material public so (potential) new owners can access best practice.	Q4 Q3 + Q4
II. Support all member business models: seed stock, fiber, agritourism, hobby/lifestyle		
Action 1: Develop coefficient of inbreeding tool for member use.	(1) See Q3 action above (2) COI specs given to Proteus for rollout programming. (3) COI tool is tested and available to members	Q1 2021 Q2 – 3 2021
Action 2: Establish Alpaca fiber as a commodity	(1) Work with Wini to determine steps (2) Fiber on commodity list	Q4 – Wine already has information gathered to start process. Q2 2021
Action 3: Evaluate and refresh membership levels.	(1) Membership Comm to recommend new levels to board (2) Board edits/approval	Q4 Q4

Goals + Actions	Measures	Progress
	(3) Send to Proteus for technology updates	Q1 2021
	(4) Plan communication rollout to membership	Q 3 2021
	(5) New membership levels: December 2021 membership drive	Q4 – 2021
Action 4: Engage Youth	(1) Establish youth membership per Member Comm.	Q3 – on September agenda
	(2) Once approved, steps 3 – 5 above #3	Q1 2021
	(3) Scholarships secured for Student Design winners and per youth doc submitted by the Membership Comm	Q2 2021
III. Revitalize Show System		
Action 1: Review, develop and implement success strategies from Show Task Force.	(1) Move approved show recommendations to Show committees	Recommendations moving to show comm. August, 2020. More to come.
	(2) Calculage growth of shows after implementation of strategies.	Q4 +
	(3) Calculate show memberships.	Q4, annually.
IV. Explore alternative revenue sources		
Action 1: Explore the scope, cost and practicality of developing an AOA Show Registration System.	(1) Determine needs.	Q4
	(2) Flesh out needs and modernization with task force made up of show supers/event managers.	Q1 2021
	(3) Write RFP for technology of show system development	Q2 2021
	(4) Evaluate proposal costs, timeline, ability to work within Proteus' system (in not Proteus) and the time it will take to recoup costs.	Q3 2021
	(5) If viable, select programmers, start work to be tested and available by 2022.	2022

Goals + Actions	Measures	Progress
Action 2: Seek out legalities and interest in foundation partnership to support programs, education, scholarships, and research.	(1) Learn: who is willing and able to expand mission to include education and scholarships for AOA?	Q4
Action 3 Find and secure other funding sources for AOA programs and events.	(1) Grant writing education webinar offered online to members and NFE workshop.	Q4 '20 and Q3 2021 (NFE)
	(2) Board brainstorm and assist with securing herdsires for national show auction.	Q4

Completed

Issues