

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	<p>*Promote Health. Moves. Minds. With state ED to post on all social media venues existing in their states</p> <p>*Facebook, Twitter, Instagram</p> <p>*Increase all social media activity within the district--post more regularly all health and PE related events happening across the Western District</p> <p>*Continue to offer opportunities for members to be recognized for various accomplishments and successes</p> <p>*Promoting State Conferences</p>	<p>WDLC creates relevant content</p>	<p>Western District Director, Members at Large, Future Professional</p> <p>State EDs (sending info to WD Social Media Taskforce)</p> <p>State EDs (sending info to WD Social Media Taskforce)</p> <p>State EDs (sending info to WD Social Media Taskforce)</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Yes, Facebook login must be through SHAPE America</p> <p>No</p> <p>No</p> <p>No</p>

	*Promoting Western District Showcase		State EDs (sending info to WD Social Media Taskforce)	Ongoing	No
Engaging States	<p>*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)</p> <p>*Increasing WD presence</p> <p>*Supporting states with smaller membership</p> <p>*Western District will select award winners and host an awards ceremony session at a district or national level conference to present awards</p> <p>*Western District Director and/or awards chair will communicate with state EDs all SHAPE America district or national level updates to awards criteria and processes.</p>		<p>WD representative has not been identified (HMM)</p> <p>District Director, WD Leadership Council (WDLC)</p> <p>WDLC</p> <p>Past President</p> <p>Western District Executive Council (WDEC)</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p>

	*Host all-member quarterly meetings to engage members in states that are underrepresented.		WDEC	Quarterly, ongoing	No
Advocacy	<p>*Promote SPEAK OUT! Day with all Western District states to increase representation across the district--1 representative from each state</p> <p>*Promote Health.Moves.Minds with all Western District state EDs</p> <p>*Work with State Leaders to advocate at the local level</p>		<p>WDLC, Social Media Taskforce</p> <p>WDLC, Social Media Taskforce</p> <p>WDLC</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>No</p> <p>No</p> <p>No</p>