

Focus Area	Tier 1 Goal	Tier 2 Goal	DLC/Committee Responsible for Implementation	Timeline for Completion	SHAPE America Staff and/or Financial Support
<b>Social Media</b>	<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 and virtual workshops that may be</p>		<p>Matt, Justin, Brent</p> <p>Matt, Justin, Brent</p> <p>State EDs (sending info to Matt, Justin, Brent)</p> <p>State EDs (sending info to Matt, Justin, Brent)</p> <p>State EDs</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>



	with state EDs all SHAPE America district or national level updates to awards criteria and processes.				
<b>Advocacy</b>	<p>*Promote National 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>Megan &amp; Brent</p> <p>Megan &amp; Ann</p>	<p>Ongoing—IF this happens this year</p> <p>Ongoing</p>	<p>No</p> <p>No</p>