

Michigan Sheep Producers Association

2022 Goals

Focus Area 1: How might we grow revenue?

Goal 1.1: Host educational webinars to generate additional funds

Goal 1.2: Grow Check-off

Focus Area 2: How might we inspire/engage more volunteers?

Goal 2.1: Interest Surveys to find out their passions and interests

Goal 2.2: Show appreciation for current volunteers

Focus Area 3: How might we address the needs of our diverse stakeholders?

Goal 3.1: Needs assessment survey

Goal 3.2: Incentivize shearers to recruit members

Goal 3.3: Creating clinics for 4H/FFA

These goals are a product of the MSPA 4-P Planning Session on October 2nd, 2021.

For more details about the action steps or individuals responsible for directing each goal contact Samantha Ludlam at samaludl@gmail.com.