

# Michigan Sheep Producers Association

## 2024-2025 Goals

### **Focus Area 1: How will we grow revenue and increase the stability of our funding?**

- Goal 1.1: Apply for a minimum of three industry grants by October 2024
- Goal 1.2: Create and distribute voluntary check-off opportunity materials to fairs, wool markets, and other lamb pools in the state of Michigan in February, April, and June of 2024.
- Goal 1.3: The Shepherds Weekend, Sale, and the Newsletter will net a profit and the Youth Committee will break even by the end of the Fiscal Year (April 2025.)

### **Focus Area 2: How will we enhance, focus, and promote our membership services?**

- Goal 2.1: Increase the number of webinars to four (quarterly) and promote more frequently.
- Goal 2.2: Create a report on member-only website features by the 2024 annual meeting.
- Goal 2.3: Create a section in the newsletter and electronic communications to highlight membership benefits, including edits to the website by December 2023.

### **Focus Area 3: How will we increase membership engagement and diversity?**

- Goal 3.1: Evaluate feeder engagement and provide at least one program specific to their needs by April 2024.
- Goal 3.2: The Young, New, and Beginning Producers committee will host an event by the end of December 2024 with at least 10 participants.
- Goal 3.3: MSPA and MCLA will jointly produce and promote one event in 2024, and then two in 2025.

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### Finance Committee

- Goal 1.1: Apply for a minimum of three industry grants by October 2024
- Goal 1.3: The Shepherds Weekend, Sale and the Newsletter will net a profit and the Youth Committee will break even by the end of the Fiscal Year (April 2025.)
- Goal 1.2: Create and distribute voluntary check-off opportunity materials to fairs, wool markets, and other lamb pools in the state of Michigan in February, April, and June of 2024.

### Shepherds Weekend Committee

- Goal 1.3: The Shepherds Weekend, Sale and the Newsletter will net a profit and the Youth Committee will break even by the end of the Fiscal Year (April 2025.)

### Communications Committee

- Goal 2.2: Create a report on member-only website features by the 2024 annual meeting.
- Goal 2.3: Create a section in the newsletter and electronic communications to highlight membership benefits, including edits to the website by December 2023.
- Goal 1.3: The Shepherds Weekend, Sale and the Newsletter will net a profit and the Youth Committee will break even by the end of the Fiscal Year (April 2025.)

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## 2024-2025 Goals

### **Youth Committee**

- Goal 3.3: MSPA and MCLA will jointly produce and promote one in 2024, and then two in 2025.
- Goal 1.3: The Shepherds Weekend, Sale and the Newsletter will net a profit and the Youth Committee will break even by the end of the Fiscal Year (April 2025.)

### **Young, New and Beginning Producer Committee**

- Goal 3.2: Young, New, and Beginning Producers committee will host an event by the end of December 2024 with at least 10 participants.

### **Membership & Education Committee**

- Goal 2.1: Increase the number of webinars to four (quarterly) and promote more frequently.
- Goal 3.1: Evaluate feeder engagement and provide at least one program specific to their needs by April 2024.
- Goal 3.3: MSPA and MCLA will jointly produce and promote one in 2024, and then two in 2025.