

MSMA Alliance Mission, Vision, and Strategic Plan

Mission Statement: Physician Families: Advocating for a healthy Missouri since 1924

Vision: To engage and empower members to make a difference in their communities

Core Values: Friendship, Community, Service, Education and Support (top 5)

Strategic Plan

Four Areas of Focus:

Membership

Communication

Programs

Board Affairs

Membership:

Goal 1: Cultivate new members

Objective 1: Develop a Membership Value Proposition (MVP).

Objective 2: Communicate the MVP through newsletter, social media, website, emails, and printed materials.

Objective 3: Promote direct membership through solicitation of existing members.

Goal 2: Retain current members

Objective 1: Actively communicate with current members to keep them engaged through newsletter, social media, website, emails, and printed materials.

Objective 2: Involve County leaders in establishing membership goals.

Objective 3: Review dues billing and collection practices with County leaders.

Goal 3: Re-engage former members

Objective 1: Reach out to former members through phone calls and emails.

Objective 2: Communicate and encourage re-joining with former members through direct solicitation.

Goal 4: Develop a Senior Member Task Force

Objective 1: Identify current senior members [DEFINE SENIOR] not actively involved in organization.

Objective 2: Identify needs and interests of senior members.

Objective 3: Recognize value of senior members by engaging them in mentorship and program planning.

Communication:

Goal 1: Develop strong consistent organizational branding

Objective 1: Create a logo that gives instant recognition of the organization.

Objective 2: Create a concise Mission Statement that reflects the goals of the organization.

Objective 3: Integrate logo and Mission Statement into all media forms and printed materials.

Goal 2: Communicate value and relevance of organization to members and potential members.

Objective 1: Use direct email to grass roots members to keep them informed of all activities.

Objective 2: Use website, email and social media to communicate Mission, Vision, and Core Values to potential members.

Objective 3: Use newsletter, website, email and social media to document past activities and promote future programs.

Goal 3: Develop a formal Social Media communications platform.

Objective 1: Appoint Coordinator of Social Networking and Communications.

Objective 2: Formalize social media objectives and goals to be consistent with the organization's Mission and Vision.

Goal 4: Develop alternative Public Relation tools

Objective 1: Create business cards with logo, Mission Statement, and website address that can be passed out to prospective members.

Objective 2: Greet prospective members at MSMA events and pass out promotional giveaway bags.

Objective 3: Plan and advertise programs at MSMA events that specifically attract prospective members.

Programs:

Goal 1: Identify needs and interests of members.

Objective 1: Use electronic survey tools to survey current members.

Objective 2: Use evaluation tools at end of programs to elicit suggestions for future programs.

Goal 2: Provide effective educational and support programs that compliment the goals of the organization.

Objective 1: Provide programs and resources that assist members in developing community projects.

Objective 2: Provide programs and resources that assist members in personal and professional development.

Goal 3: Set program goals that compliment and support the platforms and health initiatives of MSMA.

Objective 1: Plan Alliance Advocates for Health Care to support MSMA's position on legislation that have a potential affect on the health of Missourians.

Objective 2: Plan programs that raise scholarship funds for Missouri medical students.

Objective 3: Participate in programs that raise awareness of MSMA among medical students and residents, such as Match Day and schools of medicine events.

Objective 4: Support MSMA programs that promote the well-being of Missouri physicians.

Goal 4: Set program goals that compliment and support the platforms and health initiatives of AMA Alliance.

Objective 1: Develop programs at the State level that promote awareness of opioid abuse.

Objective 2: Provide resources to Counties to encourage adoption of opioid abuse awareness at the County level.

Objective 3: Provide programs that support the well-being of physician families at the State level and support programs at the County level.

Board Affairs

Goal 1: Create an effective system of board development

Objective 1: Identify potential future leaders among membership.

Objective 2: Identify multiple pathways toward leadership opportunities.

Objective 3: Develop and implement a Mentorship program to ease members into leadership positions.

Goal 2: Examine the current process of nomination and election of officers and board development

Objective 1: Review current processes.

Objective 2: Identify current best practices for individual membership associations.

Objective 3: Align with current best practices for individual membership associations.

Goal 3: Evaluate current board structure to align with availability of future board members

Objective 1: Look at alternative board structures.

Objective 2: Develop an agile structure while maintaining accountability.

Objective 3: Review and revise Bylaws to allow for an agile board structure.