

OCPA Strategic Plan 2019 – 2022

Area: Membership Experience

Goal: Better understand our membership to better recruit a diverse and engaged membership, retaining them throughout their careers.

	Action Steps	Resources	Deadline	Person Responsible
1.	Outreach to formerly engaged members of OCPA and learn about lapses of membership (e.g. funding, professional role, interest) and review an ongoing system for tracking this moving forward.	Survey to past attendees (board members can reach out to colleagues who identify in this way)	Short	Membership Chair
2.	Outreach to members who do not participate in conferences or professional development institutes to learn why and understand ways we can better meet their needs.		Short	Membership Chair
3.	Analyze membership retention, demographics, professional roles.	Current and past membership data	Short	Technology/ Webmaster & Membership Chair
4.	Create a communication plan to assess outcomes and benefits of OCPA membership among existing OCPA members		Mid	Communications Chair & Membership Chair
5.	Increase the breadth and depth of OCPA membership.		Mid	Tri-Pres, SSAO Liaison, Faculty Liaison, Journal Chair
6.	Implement a process in NEON to gather more information about members	Neon	Mid	Technology/ Webmaster & Membership Chair
7.	Create a retention plan to address membership patterns and needs		Long	Members at Large and Membership Chair
8.	Create a recruitment plan to address membership patterns and needs.		Long	Members at Large and Membership Chair

Area: Financial

Goal: Increase the financial strength and stability of the organization.

	Action Steps	Resources	Deadline	Person Responsible
1.	Determine income needs and means to reach financial stability to implement organizational goals and initiatives.		Short	Treasurer and Assistant Treasurer

2.	Consider the financial impact of all board related decisions while still maximizing the value of membership.		Short	Full Board, Treasurer and Assistant Treasurer
3.	Determine a development philosophy for conferences and programs		Short	Conference Planning Chairs and Professional Development Chair
4.	Determine an income plan that is not dependent on membership or conferences		Mid	Development Chair
5.	Develop a philosophy of financial transparency and determine communication of same.		Mid	Treasurer, Assistant Treasurer
6.	Review the membership rate and appropriate rate for association expenses.		Mid	Membership Chair, Treasurer, Assistant Treasurer
7.	Determine a plan to create an OCPA endowment for long-term future initiatives and financial stability		Long	Treasurer, Assistant Treasurer

Area: Professional Development

Goal: Creating intentional and sustainable comprehensive professional development for members.

	Action Steps	Resources	Deadline	Person Responsible
1.	Assess what OCPA members want and need for professional development.	Post conference survey	Short	PD Chair
2.	Explore ways to utilize technology through web/telecon options	Zoom, CampusGroups, Website	Short	Webmaster/ Technology, Communications, PD Chair
3.	Explore partnerships and strategies for engaging with other professional organizations for thoughtful and valuable experiences.		Short	Tri-Pres
4.	Increase the breadth and depth of professional development opportunities.		Mid	PD Chair
5.	Develop a professional development plan to address experiences beyond in-person experiences		Mid	Professional Development Chair
6.	Develop a professional development philosophy that addresses the in-person location diversification for conferences.		Mid	Professional Development Chair and Conference Chairs

7.	Determine a plan for engaging professionals to contribute to and utilize the OCPA Journal.	Faculty & SSAO Chairs	Long	Journal Chair
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Area: Technology

Goal: Maximize efficient and effective utilization of technology

	Action Steps	Resources	Deadline	Person Responsible
1.	Evaluate the capabilities of our current technology.	Neon Dropbox Website	Short	Technology/Webmaster
2.	Evaluate conference technology support (e.g. CampusGroups) opportunities and resources		Short	Communications Chair
3.	Develop a social media plan to manage communication and enhance visibility	Social Media	Short	Communications Chair
4.	Develop a technology use plan.		Mid	Technology/Webmaster
5.	Procure/propose new or updated resources		Mid	Technology/Webmaster Chair Treasurer, Assistant Treasurer
6.	Implement full utilization of technology		Long	Technology/Webmaster Chair