

OCPA Strategic Plan Proposal 2019 - 2022



Four Primary Themes





Membership Experience

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

Membership Experience

SHORT TERM

- Outreach to formerly engaged members of OCPA and learn about lapses of membership
- Outreach to members who do not participate in conferences or professional development institutes
- Analyze membership retention, demographics, professional roles

MID

- Create a communication plan to assess outcomes and benefits of OCPA membership among existing members
- Increase the breadth and depth of OCPA membership
- Implement a process in NEON to gather more information about members

LONG TERM

- Create a retention plan to address membership patterns and needs
- Create a recruitment plan to address membership patterns and needs



Financial

Increase the financial strength and stability of the organization.

Financial

SHORT TERM

- Determine income needs and means to reach financial stability to implement organizational goals and initiatives.
- Consider the financial impact of all board related decisions while still maximizing the value of membership.
- Determine a development philosophy for conferences and programs.

MID

- Determine an income plan that is not dependent on membership or conferences.
- Develop a philosophy of financial transparency.
- Review the membership rate and appropriate rate for association expenses.

LONG TERM

- Determine a plan to create an OCPA endowment for long-term future initiatives and financial stability



Professional Development

Creating intentional and sustainable comprehensive professional development for members.

Professional Development

SHORT TERM

- Assess what OCPA members want and need for professional development.
- Explore ways to utilize technology through web/telecon options.
- Explore partnerships and strategies for engaging with other professional organizations for thoughtful and valuable experiences.

MID

- Increase the breadth and depth of professional development opportunities.
- Develop a professional development plan to address experiences beyond in-person experiences.
- Develop a professional development philosophy that addresses the in-person location diversification for conferences.

LONG TERM

- Determine a plan for engaging professionals to contribute to and utilize the OCPA Journal.



Technology

Maximize efficient and effective utilization of technology.

Technology

SHORT TERM

- Evaluate the capabilities of our current technology.
- Evaluate conference technology support (e.g. Campus Groups) opportunities and resources.
- Develop a social media plan to manage communication and enhance visibility.

MID

- Develop a technology use plan.
- Procure/propose new or updated resources.

LONG TERM

- Implement full utilization of technology.