

STRATEGIC PLAN 2019-2021



GOAL

Membership Development

STRATEGIES

- Strengthen value proposition of NYSOA membership through effective programs, services and initiatives to NYS Optometrists.
- Launch membership drive to: 1) find new members, 2) retain current members, and 3) bring back lapsed or past members.
- Study and craft an effective outreach plan for students to address 5th year drop-off.
- Develop a Mentorship Program.
- Provide Annual Professional Development Plan for Education, Competence and Career Success.
- Promote Diversity in Profession and Association.

GOAL

Advocacy & Positioning (Legislative/Regulatory)

STRATEGIES

- Formalize Annual Advocacy Plan that brings together the efforts of the association, leaders and members in promoting and protecting the profession.
- Position NYSOA as the “go-to” source for NYS Optometrists.
- Create “grassroots” plan for expanding member involvement and advocacy.

GOAL

Outreach/Communications/ External Relations

STRATEGIES

- Develop Outreach Plan to Help “Connect” NYSOA to Natural and Strategic Allies—at national, statewide and local levels.
- Improve and expand the Business Partners Program (BPP) for its non-dues revenue, educational and networking resources.
- Secure top-level people for NYSOA’s annual programming and leverage to the fullest.
- Package and Project Out the “New” NYSOA.
- Re-develop and leverage NYSOA’s Online Presence and Services.
- Develop and leverage Social Media Program.

GOAL

A New Paradigm: Leadership & Operations

STRATEGIES

- Ensure NYSOA leadership and New Office operations are in sync.
- Use Project Management Model to Conduct Needed Work and Involve More Volunteers.
- Formalize/revamp governance structure and procedures.
- Continue wise financial management to garner the biggest benefit for NYSOA.
- Expand Professional Development & Annual Meeting Offerings.