

## Strategic Plan Summary 2006

### **STRATEGIC FOCUS 1. MEMBERSHIP RECRUITMENT AND RETENTION**

#### **Goal: Membership recruitment /retention**

##### **Objectives:**

Focus on students: retain 50% student members transitioning them to active members.

Retain 75% of membership annually by 2006.

Develop a clear pathway to encourage members to volunteer for office.

Have a minimum of 2 names and preferably 3 for every elected office on the 2006 election ballot.

State Reps to contact a resigning member within 10 days of receiving notice from APTA.

Appoint Membership Chair in 2006.

Recruit new members to have a net gain of 3% per year.

Increase student membership by 10% in 2006 (80-student members in 2005).

Membership Committee to look into transitional dues for student membership.

- *Put "How to Start and Sustain a Women's Health Study Group" template on the web.*
- *Volunteer Coordinator will call each member who resigns from membership in SoWH.*
- *Define the role of the newly formed membership Committee consisting of the VP, Secretary, Regional Reps, and the Volunteer Coordinator.*
- *Send the Section booth to PPS conference, Annual Conference, CSM, and Student Conclave every year.*
- *Have a raffle at Student Conclave for a couple of free 1-year memberships for PTs and PTAs.*
- *Appoint a Membership Chair.*

#### **Goal: Affirm our commitment to orienting and mentoring and retaining volunteers**

##### **Objectives:**

Develop an effective and mentoring and orientation program for volunteers.

Reorganize the volunteer recruitment, retention, and mentoring position to flow better.

Measure and increase volunteer satisfaction 5% over baseline in 2 years.

Enhance the role of the Volunteer Coordinator.

Fill all available volunteer positions.

Consistently reward and recognize volunteers.

- *Each Section Officer will communicate with and mentor the volunteers that report to them.*
- *Incoming Board members will receive financial support to attend all the Board Meetings at CSM to make their transition easier and improve the orientation process.*
- *Membership Committee to collate and compile results of Volunteer Satisfaction Survey annually and take action on suggestions.*
- *Continue VOLUNTEER OF THE YEAR awards and an annual gift for volunteers at CSM. Publicize in E-notes and Highlights.*
- *Meet with volunteers face-to-face at CSM.*
- *Complete the volunteer manual and put it on the website.*

- *Provide a Table of Contents to each new volunteer and how to access the information.*
- *Change volunteer term limits from 3 two-year terms to 2 three-year terms.*
- *Distribute “friendly” job descriptions at all Section activities to recruit volunteers and answer their questions.*

## **STRATEGIC FOCUS 2: PROFESSIONAL DEVELOPMENT**

### **Goal: Market and continue to enhance our Educational Initiatives**

#### **Objectives:**

Move towards sponsoring courses that are largely evidence-based.

Market the upcoming Section Certification initiatives.

Market Section courses by moving ads for courses to the inside front cover of the Journal.

- *Coach Regional Seminar facilitators on what information they can offer at the seminars regarding upcoming Certifications.*
- *PR campaign for Certification Initiatives.*
- *Facilitate the Certifications in Women’s Health by getting the initiative to the House of Delegates in 2006. Prior to this, conduct the member survey (offer incentives to encourage member participation) and complete the DSP (Description of Specialty Practice).*
- *Collaborate with International Pelvic Pain Society (IPPS) this year to offer mutual support at their conference to be held in 2006 in Alabama.*
- *Capture the work of the Task Forces and Committees and disseminate to the membership.*
- *Create a Task Force to monitor the Home Study Modules and ensure that timelines and goals are being met.*
- *Market the OB and Pelvic Pain Home Study modules in 2006.*
- *Complete the CD on Pelvic Dissection.*
- *Develop an outline for a women’s health course for PTAs and solicit speakers for 2007.*
- *Offer information on how participants can obtain a simulated patient if they are unable to participate in labs (participant retains financial burden).*
- *Allocate funds to 2 Clinical Residency sites in 2006 to defray the cost of the application fee.*
- *Allocate funds towards specialization initiatives up to \$17,820 in fiscal 2006.*

### **Goal: Move towards evidence-based clinical practice and foster research**

Encourage the use of evidence-based clinical practice

Foster Clinical Research

- *One article per year in the Journal on starting up or applying research.*
- *Mentor one case report per year for a clinician.*
- *Publicize research options in Highlights.*
- *Generate a one-page handout on “How to do a Case Study.”*
- *Lecture every other year at CSM on clinical research in women’s health.*
- *Make grant money available for research projects.*

- *Director of Research has received 4 grant proposals and SoWH will disburse research funds for these proposals to come to fruition.*

### **Journal**

Move the *Journal of Women's Health Physical Therapy* towards Medline indexing.

- *Ensure the timeliness of the Journal.*
- *Appointed Interim Journal Editor and formed Journal Editor Search Committee.*
- *Journal Advisory Board members are in place and will meet for the first time at CSM 2006.*
- *Support travel to CSM of 4 associate editors for their first meeting.*

## **STRATEGIC FOCUS 3: PRACTICE, ETHICS, AND GOVERNANCE**

### **Goal: Legislative Involvement**

#### **Objectives**

National: Partner with APTA in their Federal initiatives specifically POPTS and CMS direct access.

State: Address and report on women's health practice issues at a state level via state and regional reps.

Encourage state reps and members to obtain a copy and read their state practice acts as related to women's health issues in particular.

- *Continue Eagle Membership (\$500) in PT PAC*
- *Pledge \$5000 to PT Foundation*

### **Goal: Assist Membership with Reimbursement Issues**

Educate and charge the state reps to be knowledgeable about reimbursement issues in their state and the availability of access to APTA resources.

Provide support and resources to membership for reimbursement issues.

### **Goal: Assist Membership with Clinical Practice Issues**

Respond to requests for "position statements" on practice issues in women's health in a timely manner.

### **Goal: Annual Review of Section Governance and Ethics**

Revise and review all policy and procedure manuals.

Add "Corporate Memory" section to Procedures Manual that captures several procedures that are not archived anywhere.

Review SoWH bylaws annually.

## **STRATEGIC FOCUS 4: COMMUNICATION**

### **Goal: Enhance Electronic Communication**

#### **Objectives:**

Advocate use of the web as a primary resource.

Keep information on the web accurate.

Measure effectiveness by increasing the number of hits on the home page by 20% by 12/2006.

Write in policy and procedure manual and corporate manual + orientation material.

- *Update the web site monthly for details and demographic changes.*
- *Modify the Media Coordinator job description to include this task.*

- *Investigate and implement on-line store by 2006.*
- *Continue to investigate at least 2 links per year with appropriate organizations off the SoWH website.*
- *Measure effectiveness of PR for using the website as a resource by an increase of 20% in the number of hits on the home page 12/2006.*

**Goal: Facilitate two-way communication**

Continue to use and enhance existing channels of communication: Journal, Highlights and e-notes.

BoD will respond to membership within 48 hours unless away from office.

Utilize Section meeting effectively to enhance 2-way communication eg, Regional Courses, Your Turn, CSM, Annua, and other meetings.

- *Publicize that the IOPTWH bulletin board linked to the Section's website is a good place to communicate clinical issues.*
- *Ensure that Highlights, Journal, and e-notes are on time 100%.*
- *Mentor the Regional Course facilitators on what the Section's message is to the members and to provide feedback quickly to the BoD on what concerns and compliments the participants have expressed.*
- *Make e-notes more reader-friendly.*

**STRATEGIC FOCUS 5: FINANCIAL STABILITY**

**Goal: Ensure Stable Sources of Income**

**Objectives:**

Increase new sources of revenue from endorsements, sponsorships, and advertising.

Maintain stability of current revenue streams from Regional conferences (including pre-con) and membership dues.

Solicit at least one more vendor for endorsements in 2006.

**Goal: Prudent balance between liquid and non-liquid assets**

No more money in our account than is covered by Federal Insurance.

Keep enough liquid assets.

- *Keep \$60,000 in our account.*
- *Keep \$30,000 in money market.*
- *Anything over \$100,000 should be moved into investments.*
- *This based on the fact that no more than \$100,000 is insured in our account.*

**Goal: Prudent and diverse investments**

Develop an investment policy for the SoWH.

**STRATEGIC FOCUS 6: VISIBILITY/MARKETING**

**Goal: Enhance visibility of SoWH within the physical therapy profession and outside of our profession**

**Objectives:**

Assist Chapters, Sections to find women's health speakers when requested.

Improve visibility of our Section within and without the PT area via visibility at professional meetings.

Position us to win an APTA service award in 2006.

Work toward receiving an APTA component award every other year.

Foster our member involvement with APTA (HoD, office etc.).

Collaborate with APTA PR department: Incorporate national APTA PR plan into the SoWH PR plan, eg, hotline for male and female incontinence.

Publish an article on women's health in one woman's magazine.

Continue charitable contributions to various groups.

- *Send medium or small booth to at least 6 events.*
- *Send large booth to at least 5 events. (This will include two non-PT events.)*
- *Nominate one or more Section members for an APTA Award in 2006 (eg, Lucy Blair, Catherine Worthingham)*
- *Send in the portfolio for Component Awards in the area of Educational Initiatives and Section Publications.*
- *Place one piece per year in a women's magazine to educate the consumer on what is physical therapy practice for women. This can be an article or an expert opinion.*
- *Sales from Lucinda Pins will continue to be given to the cities that host Annual Conference and CSM.*
- *Continue to donate funds to Foundation for Physical Therapy.*

**Goal: Foster relationships with foreign therapists**

Explore the possible venues for supporting non-US trained therapists living in other countries.

**With IOPTWH**

Be actively involved, on an ongoing basis, via Chief delegate in the activities of the IOPTWH.

- *To explore reciprocity for Canadian therapists for our CE courses.*
- *To explore development of a scholarship fund.*
- *Work with the APTA on what they do for foreign members.*
- *Ongoing dissemination of IOPTWH news to Section membership.*
- *Update the IOPTWH website that links to Sections website.*

**Goal: Reward and recognize outside entities that significantly support the Section in various ways**

Director of Financial Development will identify such vendors and bring to the BoD as appropriate.

- *Honor vendors at CSM and in other appropriate ways.*