



Membership- 2010

Jenny Murray-Chair

Membership:

Membership is the number one concern for the organization. The future of the chapter will be dependant on how successfully we maintain the membership base as well as recruit new members. Our greatest challenge, as a CLMA chapter, will be to achieve our membership objectives over the next five years.

Objectives:

Membership objective is to actively recruit new members, maintain current members, and to increase the commitment of existing members.

2010 objectives are as follows:

- Survey members annually
- Provides an annual membership initiative
- Identify members who frequently visit Hospitals/ Facilities to promote CLMA and recruit members
- Maintain current members and increase by 5-10%
- Increase vendor membership
- Promote local meetings by personal communications – continuous

Tactics:

We believe we can achieve these objectives through the following:

- Utilize Hospital/ Facility database to target specific facilities and regions for new membership
- Recognize contributions of active members and encourage new participation
- Utilize networking contacts within membership committee and board
- Utilize feedback from surveys to provide CE and networking opportunities
- Welcome new members with a welcome packet and follow-up within 90 days
- Review National CLMA website for Chapter roster updates and for members without a Chapter
- Contact lapsed members with membership renewal reminder
- Contact non-members who attended a SRC event and invite them to join CLMA
- Provide Membership articles for the quarterly SRC Newsletter

These efforts will be the responsibility of the membership committee. Results will be reported at each board meeting. Should the membership projections fall short of the goal after the first quarter, the member committee and the board will conduct a strategic meeting to discuss options and new goals and tactics.

Section 3	MEMBERSHIP Updated 7/25/2008 - at MCDC Meeting	Point Value
Core Requirements	3A. Current chapter membership is at least 10. 3B. Chapter documents guest/nonmember attendance at board meetings. 3C. Chapter must hold an Annual General Membership Meeting once within any 13 month period. 3D. Chapter holds some kind of membership initiative annually	1 1 1 1
Silver Standards	3E. Chapter contacts new, lapsed, and/or free members by phone, direct mail, or email at least quarterly basis. 3F. Chapter maintains membership number (no net loss) from previous year. 3G. Chapter has a lapsed member rate of less than 5% (Jan 1 – Dec. 31). 3H. Chapter increases Industry Partner (vendor) membership annually. 3I. Chapter documents the percentage of chapter members that attended chapter meetings and educational events. 3J. Chapter documents guest/nonmember attendance at chapter functions and communicates with nonmembers to ask them to join CLMA. 3K. Chapter participates in the YoungLab initiative by attracting or recognizing young members.	3 3 3 3 3 3
Gold Standards	3L. Chapter increased membership by 10% or by 5 members whichever is smallest. 3M. Chapter has a lapsed member rate of less than 2%. 3N. Chapter actively works with CLMA members without a documented chapter affiliation to engage them in chapter activity.	5 5 5
Platinum Innovation Standard(s)	Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Membership. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to address Membership or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u> ; it cannot be duplicated for use in multiple sections.	

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Communication-2010

Renee Cuevas - Chair

Communication:

The chapter provides optimal and effective communication using such tools as the web, e-mail, Facebook, Twitter, fax and regular mail. In 2009, we enhanced chapter website, electronic balloting and elections, email broadcasts and published quarterly newsletters, in support of our mission.

Objectives:

Communication objectives for the next five years are to provide opportunities for all of our membership.

2010 objectives are as follows:

- Further enhance the chapter website in ease of navigation and organization. Also to list job opportunities, vendor updates, and visual graphics and photos for ease of viewing.
- Provide routine feedback to national office on chapter activities, within established timeframes
- Enhance member communication and networking opportunities through active listening, e-mails, Facebook, Twitter, mail and newsletters.
- Sustain over 50% participation in the annual survey and voting process on line

Tactics:

We believe we can achieve these objectives through the following:

- Communicate all chapter activities, results, and actions using e-mail and the web tools.
- Utilize "Survey Monkey" to ease member participation in surveys and elections and have 50% or greater participation in elections and 30% or more participation in surveys.
- Optimizing the new web format to list job opportunities.
- Publish quarter newsletter, via web, web link and mail to all members.
- Send monthly broadcast e-mail promoting website and other chapter activities.
- Measure web-site activity monthly by monitoring web site visits.

These efforts will be the responsibility of the communication committee. Results will be reported at each board meeting. Should the educational projections fall short of the goal after the first quarter, the member committee and the board will conduct strategic meeting to discuss options and new goals and tactics.

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Section 6	COMMUNICATION <i>Updated 7/16/2007</i>
Core Requirements	<p>6A. Chapter sends two or more communications (e.g., newsletters, emails, announcements).</p> <p>6B. Executive Office is included on all communications.</p>
Silver Standards	<p>6C. Chapter sends six or more communications.</p> <p>6D. Chapter has a web site and uses the Executive CLMA endorsed sponsor's approved web site design.</p> <p>6E. Chapter places any type of promotion in a public venue to promote National Medical Laboratory Professionals Week.</p> <p>6F. Chapter invites neighboring CLMA chapters as well as outside associations to attend general meetings.</p>
Gold Standards	<p>6G. Chapter sends 12 or more communications.</p> <p>6H. Chapter member was published within the past calendar year.</p> <p>6I. Chapter places any type of promotion outside the laboratory arena to promote National Medical Laboratory Professionals Week.</p> <p>6J. Chapter has an innovative program that enabled more nonmembers to attend general membership meetings and chapter events.</p> <p>6K. Chapter celebrates National Medical Laboratory Professionals Week in an innovative and creative way.</p>
Platinum Innovation Standard(s)	<p>Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Communication. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to address Communication or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u>; it cannot be duplicated for use in multiple sections.</p>

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Six Rivers Chapter



THE RESOURCE FOR LABORATORY PROFESSIONALS

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Program and Education-2010

Jenny Murray – Education Chair

Education:

The chapter is committed to provide quality educational, collaborative, and networking opportunities. We have successfully presented regional small group meetings and interactive sessions, plus the ORV regional conferences, and the fall meeting, in support of our mission.

Objectives:

Educational objectives for the next five years are to provide opportunities for all of our membership.

2010 objectives are as follows:

- Identify educational programs to meet our membership needs by holding four or more educational sessions annually.
- Provides a scholarship for a member to attend programs.
- Work with other local organizations to provide jointly sponsored educational events
- Maintain or increase member participation in educational events.
- Identify opportunities for vendor or CLMA national sponsorship of small group meetings.
- Work with vendors to also spread the word regarding our programs.
- Liaison conducts a patient safety training program annually as part of a chapter education event
- Attempt to find a member who would champion an educational program for those in K-12 and/or provide opportunities for those in CLS/CLT programs.
- Actively recruit a new member for the Program and Education Chair.

Tactics:

We believe we can achieve these objectives through the following:

- Finding leaders in each of the geographical regions who are committed to planning events for the small group meetings (networking only, speakers and networking, etc.) once per quarter.
- Send e-mails weekly or every two weeks once an event is planned to get people interested and get the word out.
- Have the Fall Conference planned by ORV conference so information can be handed out there.
- Speak with vendors who have supported our chapter in the past.

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These efforts will be the responsibility of the educational committee. Results will be reported at each board meeting. Should the educational projections fall short of the goal after the first quarter, the member committee and the board will conduct a strategic meeting to discuss options and new goals and tactics.

Section 4	EDUCATION <i>Updated 7/16/2008</i>	Point Value
Core Requirements	4A. At least two meetings/educational sessions are held annually.	1
	4B. Meeting announcements are sent to the Executive Office before the meeting.	1
Silver Standards	4C. Annual attendance at all educational meetings increased by 5% <i>or attendance of event was met at 90% or above targeted goal or saturation.</i>	3 3
	4D. Chapter holds four or more educational sessions annually.	3
	4E. Chapter provides a scholarship for members to attend CLMA educational programs.	3
	4F. Chapter holds a joint meeting with another CLMA chapter, vendor, or organization.	3
	4G. <i>Chapter names a GPS Liaison.</i>	3
Gold Standards	4H. Chapter holds at least one 2-day educational session annually.	5
	4I. Annual attendance at all educational meetings increased by 10% <i>or attendance of event was met up to 98% or above targeted goal or saturation.</i>	5
	4J. Chapter sponsors a scholarship program in the field of Laboratory Medicine.	5
	4K. Chapter holds education programs <i>or provides information and/or serves as a resource</i> for local students in grades K-12.	5
	4L. Chapter provides educational opportunities to students obtaining a 2- or 4-year degree laboratory science/management.	5
	4M. Chapter has a member who submits and has accepted a 'Good Practice' for the Good Practice Sharing section of CLMA's web site.	5
	4N. <i>Liaison conducts a patient safety training program annually as part of a chapter education event.</i>	5
Platinum Innovation Standard(s)	Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Education. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to address Education or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u> ; it cannot be duplicated for use in multiple sections.	

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Health Care Policy-2010

Paul Labbe- Chair

In support of our mission, the SRC conducts, informs and advises on legislative and regulatory affairs and to establish an effective dialogue with governmental representatives. The SRC continues to be one of the top CLMA Chapter participation PAC contributors (over \$1,000), to educate and enlist legislators that would promote laboratory issues on the national level.

Objectives:

Health Care objectives for the next five years are to provide opportunities for all of our membership.

2010 objectives are as follows:

- Collaborate with national CLMA Health Care Policy Committee in promoting 2010 initiatives, and utilizing the advocacy of the Six Rivers Chapter members in grassroots efforts communication and education to local, state and federal officials that impact these initiatives.
- Promote participation of SRC members in donation and support of the CLMA Political Action Committee.
- Coordinate HCP activities with the SRC legislative liaison representative.

Tactics:

We believe we can achieve these objectives through the following:

- Participate in the 2010 Washington D.C. Fly-in to meet representatives in Congress, promote laboratory coalition issues, and communicate to SRC members the initiatives and results that came out of these conferences.
- SRC member John Sherer is a current committee member of the national AMT government relations committee, and will also represent SRC in a national grassroots CLMA member education and advocacy effort through newsletter communications and presentations at SRC and ORV local/regional meetings
- Quarterly newsletter articles in the SRC Chapter Chatter on the latest updates and regulatory proposals as it relates to the clinical laboratory. Promotion of late breaking advocacy efforts will be employed via the SRC email broadcast system.
- Presentation at an SRC meeting on the purpose and benefit of the CLMA PAC, and solicit support and donations to achieve the national CLMA PAC goal.
- Promote local CLMA members' participation in the National CLMA Political Action Committee (PAC) to either 15% of SRC members or 6% of overall PAC donation dollars.
- Target 20% of all chapter members to write to their representative on pending legislation or invitation to their facility for education on laboratory services.

These efforts will be the responsibility of the health care policy committee. Metrics will be reported at board meetings. Should the educational projections fall short of the goal after the first quarter, the member committee and the board will reassess tactics to improve process to attain these goals.

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Professional Outreach-2010

Kathy Good- Chair

Professional Outreach:

The professional outreach committee will provide support to our members through promotion of our profession to the general community in which we serve. In 2005, a pilot program was instituted in educating high school students on career opportunities in laboratory medicine. The re-establishment of scholarships will create an opportunity to present to students in early 2006. 2007 - 2009 brought regional lab week celebrations and the continuation of the scholarship process.

Objectives:

Professional Outreach objectives for the next five years are to provide opportunities for all of our membership to reach out!

2009 objectives are as follows:

Goal 1: Strengthen the bond with program chairs in our chapter area.

Action Plan:

- bolster scholarship applications through program leaders
- identify additional needs of program leaders

Joyce Dicks to champion this ongoing activity

Goal 2: Continue the Lab Week celebration in three geographic centers of our chapter.

Action Plan:

- add media coverage through letters to the editor, etc.
- expand advertising to increase attendance at celebrations

Jane Tester (Dayton area), Kathy Good (Cincinnati area) to champion. Renee Cuevas (Columbus area).

Goal 3: Provide support for members expressing need for materials for career fairs, etc.

Action Plan:

- Compile resources available through ASCP, ASMT, CAP, etc. websites
- Work with webmaster to create place on our internet site to access direct links to all identified resources.
- Advertise the presence of this tool through the newsletter and other appropriate means

Goal 4: Continue the scholarship process

Action Plan:

- Keep scholarship awards on similar cycle as last 2 years
- Assess applications and make recommendations to Board of Directors about scholarship awards.
- Work with Silent Auction organizer to help raise scholarship funds

Kathy Good will transition Ed Fergau to champion this ongoing activity

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These efforts will be the responsibility of the professional outreach committee. Results will be reported at each board meeting. Should the educational projections fall short of the goal after the first quarter, the member committee and the board will conduct a strategic meeting to discuss options and new goals and tactics

Finance-2010

Wanda Broerman -Chair

Financial Management:

A strong financial position is vital to our organizations ability to meet our mission and vision in the areas of educational and networking opportunities to the members and provide scholarships for future members.

Objectives:

Financial objective for the next five years is to provide strong fiscal management to supply all of the programs of the chapter. The Finance Committee will monitor guidelines and control processes for the chapter to ensure appropriate uses of resources. The Finance Committee will also investigate fundraising opportunities to enable resource availability for chapter activities.

2010 objectives are as follows:

- Keep both the spending and fundraising activities in line with the proposed 2010 budget.
- Develop a budget for 2010 and assign responsibility (1st quarter 2010).
- Explore fundraising opportunities for additional resources to fund chapter activities and scholarships.
- Quarterly meetings of the Finance Committee.

Tactics:

We believe we can achieve these objectives through the following:

- Establishment of a budget (clearly defining operating and scholarship funding). Each committee will evaluate their needs for the year and report their anticipated budget to the Finance Committee after the Strategic Planning Meeting each year (need information by January 2010).
- Obtain an outside accounting firm to audit the accounting records. Report results of the audit to the board by April 15th 2010.
- Report budget at every Board Meeting and through each Newsletter to general membership (ongoing).
- Each committee will report to the Board of Directors any anticipated budget overages for approval prior to expenditure is made (ongoing).
- Prepare annual report to National CLMA within established time frames (ongoing).
- Develop a process for selling advertisements in communication media (Newsletter, website, etc.).

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- Generate annual income of \$1000 from additional fundraising activities that may include National Lab Week special sale items (annually).
- Continue Silent Auction at Fall Meeting for scholarships generating at least \$1000 annually (ongoing).
- Increase Finance Committee to a minimum of three (3) members (2010).
- Assign responsibility to members for each fundraising event (ongoing).

These efforts will be the responsibility of the Finance Committee. Results will be reported at each board meeting. Should the financial picture fall short of the goal after the first quarter, the Finance Committee and the Board of Directors will schedule a strategic meeting to discuss options and new goals and tactics (evaluated quarterly).

Section 5	FINANCIAL MANAGEMENT Updated 7/28/2008 - at MCDC Meeting
Core Requirements	<p>5A. Annual Financial Report for the previous year is completed and sent to the Executive Office by the 16th of February of the next year.</p> <p>5B. Chapter audits financial records annually.</p> <p>5C. Chapter assigns two contacts for all bank accounts, one being the Chapter Treasurer.</p> <p>5D. Chapter consistently deposits chapter dues checks sent by the Executive Office within 120 days of receipt.</p>
Silver Standards	<p>5E. Chapter assigns an internal chapter member (non-board member) to audit financial reports.</p> <p>5F. Chapter documents funds spent on educational and events for chapter members.</p> <p>5G. Chapter holds a CLMA PAC fundraiser or Chapter funds are directed towards projects to raise awareness with government or laboratory funding bodies.</p> <p>5H Chapter contributes to the success of other chapters or financially contributes to the CLMA development fund to support emerging or struggling chapters.</p>
t	<p>5I. Chapter's total assets on balance sheet exceed set goals made for the fiscal year.</p> <p>5J. Chapter assigns an outside accountant firm to do a compilation and review of financial books to audit financial records.</p> <p>5K. Chapter holds a CLMA PAC fundraiser or Chapter funds are directed towards projects to raise awareness with government or laboratory funding bodies and attains a set goal.</p> <p>5L. Chapter has an innovate program that contributes to the success of other chapters or donates to the Chapter Development Fund to support emerging or struggling chapters and attains a set goal.</p> <p>5M. Chapter's total assets on balance sheet reflect reinvestment in chapter by utilizing funds for member-valued initiatives.</p>
Platinum Innovation Standard(s)	Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Financial Management. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to

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	address Financial Management or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u> ; it cannot be duplicated for use in multiple sections.
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Strategic Planning -2010

Cynthia Griffith (Past President)-Chair

Strategic Planning:

The strategic planning process drives our chapter activities and assures our commitment to reviewing and assessing who we are, whom we serve, and how best to achieve our mission and vision as leaders in the clinical laboratory profession.

Objectives:

Our objectives in the strategic planning process are to assess our current situation; define the problems and opportunities; establish short and long term objectives; and define the strategies, responsibilities and timetables for achieving our goals.

Tactics:

We believe we can achieve these objectives through the following approaches:

- Conduct an annual strategic planning meeting with current and incoming board members, committee chairs, and other interested members.
 - Review our mission and vision; and our current state.
 - Identify our strengths and opportunities, using SWOT analysis, Chapter Success Standards
 - Establish specific objectives for the coming year with responsibilities and timelines.
- Regularly evaluate progress on the current year's strategic plan and adjust plan as needs are identified.

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Section 1	LEADERSHIP & ADMINISTRATION <i>Updated 7/2/2008</i>	Point Value
Core Requirements	<p><u>Chapter Organization Documents</u></p> <p>1A. Articles of Incorporation or proof of exemption are on file at the Executive Office. 1</p> <p>1B. Affiliation Agreement is on file at the Executive Office. 1</p> <p>1C. Most recent version of Chapter Bylaws is on file at the Executive Office. 1</p> <p><i>Note: All chapter governance documents must be submitted in English.</i></p> <p>IMPORTANT In the event the Chapter is unable to fulfill Core Requirements 1A, 1B, and 1C, the Chapter will be considered out of compliance with the Chapter Affiliation Agreement and will not be evaluated against the remaining Success Standards</p> <p><u>Succession of Leadership</u></p> <p>1D. Board elections are held according to Chapter Bylaws. 1</p> <p>1E. Chapter leadership changes are reported to the Executive Office within 30 days of the new leaders taking office. 1</p> <p>1F. All chapter leaders (board members and officers) are CLMA members in good standing during their term of office. 1</p> <p>1G. At least three board meetings are held per year. 1</p>	
Silver Standards	<p>1H. Chapter Bylaws have been reviewed within the last three years and acceptance and/or revisions were submitted to the Executive Office for approval by the CLMA Bylaws Committee. 3</p> <p>1I. Strategic objectives are reviewed and sent to the Executive Office annually. 3</p> <p>1J. Agendas and minutes from all board meetings are sent to the Executive Office within 2 months after the meeting. 3</p> <p>1K. Mentoring programs are in place for chapter leader development and succession planning. 3</p> <p>1L. Chapter holds an orientation/in-service meeting for new and outgoing chapter leaders 3</p>	
Gold Standards	<p>1M. Chapter works jointly with other CLMA chapters, professional organizations, and/or vendors. 5</p> <p>1N. Chapter leaders volunteer to assist other chapters. 5</p>	
Platinum Innovation Standard(s)	<p>Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Leadership and Administration. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to address Leadership and Administration or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u>; it cannot be duplicated for use in multiple sections.</p>	

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Section 2	EXECUTIVE INVOLVEMENT Updated 7/2/2008	Point Value
Core Requirements	2A. Chapter uses current CLMA logo and brand on all materials.	1
	2B. A chapter member has attended one Council of Chapter Leaders (CCL) meeting within the past 2 years.	1
	2C. Chapter submits Chapter Core Activity Report and Financial Report by February 16 of the new year.	1
Silver Standards	2D. Chapter names a Legislative Liaison who reports to the Chapter Board of Directors and whose name is submitted to the Executive Office. For International Chapters this would be a member that has active communication with the government body that sets healthcare policy in their (country, province or region)**	3
		3
		3
	2E. More than one chapter leader has attended a CCL meeting within the past 2 years.	3
	2F. Chapter actively supports and/or participates in one or more (international) Executive CLMA initiatives annually.	3
	2G. Chapter names an advocacy representative and submits the name to the Executive Office. For International Chapters this would be a member that has active communication with the government body that sets healthcare policy in their (country, province or region)**	3
	**The Legislative Liaison is involved with local and state governments. The advocacy representative is involved at the national level or with the CLMA Political Action Committee. One person could fulfill both of these roles.	
Gold Standards	2H. U.S. chapter member participates in a Capitol Hill fly-in. (Non-U.S.) International chapter members meet with appropriate government officials concerning laboratory issues.	5
	2I. Chapter member serves on an Executive CLMA committee.	5
	2J. A chapter leader speaks at a chapter educational event and/or an Executive CLMA event.	5
	2K. Industry Partner participation (Vendor support - e.g., sponsorship, participation in trade show) is documented and reported to the Executive Office.	5
		5
	2L. Chapter documents innovative ideas they utilize with vendors.	
Platinum Innovation Standard(s)	Describe in 500 words or less an event or approach that is above and beyond what has been described as a core, silver or gold standard for Executive Involvement. This submission; which has the potential to be a benchmark for other chapters, can either be a single, unique and novel approach used to address Executive Involvement or a report describing significant progress on an innovation described in previous year(s). While it is recognized that an innovative approach may cross several different sections, (i.e. Leadership, Education and Membership), a Platinum Standard submission may be used for a single section <u>only</u> ; it cannot be duplicated for use in multiple sections.	