Project		
Plan L	_ast Updated	18-Jul-10

Кеу	
Not Started	
Compteted	
On-Time/On-Track	
At Risk/Delayed	
Past Due/Stopped	

## FLORIDA MEDICAL DIRECTORS ASSOCIATION 2010-2012 STRATEGIC PLAN

Priority	Goal	Strategy	Responsible	Timeline	Metric	Status
1	Increase Membership Value					
		Recruit & Retain Members	Membership Chair	Aug '10 Board Mtg	# Membership, Member survey @ annual renewal)	
			Program & Edu Cmte	10 BCP Conference	BCP registration & attendance, BCP	
		Increase Value of Best Care Practices	Charimen		attendee survey	
		Increase Value of Town mtgs. Add CME to 1 mtg/yr	Chair of Board & President, Education Cmte Chair	December Board Mtg	Town Hall mtgs: attendance & how many new members & attendance @ next BCP	
		Maximize value of newsletter. Add a survey.	Editor	August	Circulation, Submission of Articles, Letters to the Editor, CME	
		Provide New Member resources on-line regulatory info, health care reform, preventing litigation, etc.)	Program & Education Coordinator	December Board Mtg	How many clicks/downloads	
		New & Enhanced Member services: on- line CME, webinars	Program & Education Coordinator	December Board Mtg	# of purchases, revenue (ROI)	
2	Foster Engagement & Leader	ship Development	-		-	
		recruitment – form nominating committee	Nominating & Leadership Cmte (nominate officers, define process, recruit & develop leaders)		Process completed & submitted to Board by Dec '10 board mtg	
		pipeline – recruit new committee chairs & members	President & Committee Chairs	10 BCP Meeting	committee reports 2x/yr @ Board Mtgs	
		define roles & responsibilities of committee chairs (publish in newsletter, solicit commitment @ time of acceptance, hold accountable)	President	10 BCP Meeting	committee reports 2x/yr @ Board Mtgs	
		Select a formal leadership development program for President-elect.	Chair of Board	a) Aug Board mtg	course completed innext 12 months	
		Evaluate a formal leadership development program for President-elect.	Chair of Board	2011	training completed in next strategic planning meeting (2 years)	
3	Implement Governance Proce	ess				
		Committee Chairs report out progress @ select Board meetings	President	December Board Mtg	50% of committee chairs (or their designee) report during board meeting	
		Committee Chairs prepare progress report for print in newsletter	President	-	50% of committee chairs (or their designee) report during board meeting	
4	Grow Relationships w/ Extern	al Partners (IAB, AMDA, FL Associations)				
		1 person on point for each relationship	Appointees	Ongoing	They are responsive, They come to us	
		Speaker's Breau of FMDA promoted to leaders/members for other organizations conferences	Execuitive Director	Add Speaker's Breau request form on website	We get speaker requests	

5	Maximize Use of Information	Technology				
		ID a expert (member or external)	Board of Directors & Officers	October Board		
				Meeting	Expert accepts & engaged	
		Participate & Attend technology	Execuitive Director & Expert	Within the next 1-2	Adoption of new Technology	
		conference		years		
			Execuitive Director	Within the next 1-2		
		accurate member email list		years	decreased errors	
			Execuitive Director	Within the next 1-2	Decrease Printing & Mailing Costs	
		print/electronic/both)		years		
			Program and Edication		Utilization of services	
		online CME		December Board Mtg		
			Execuitive Director	Within the next 1-2		
		Webinars		5	Utilization of services	
		Dim Dim for Board & Education		Within the next 1-2		
		Committee Meetings	Execuitive Director	years	Increased Engagement	