

**SCSMA STRATEGIC PLAN**

	<b>GOAL</b>	<b>OBJECTIVE</b>	<b>STRATEGY</b>	<b>RESPONSIBLE PARTY/COMMITTEE</b>	<b>BEGIN DATE</b>	<b>END DATE</b>
	1. Retention of members	Ensure that members are renewing their membership.	1. Review membership list yearly to see who has and has not renewed.	Membership	Mar-17	Mar-19
			2. Send letter to non-renewing members encouraging them to join	Marketing Membership Certification	Mar-17	Mar-19
			3. Review and Assess results.	Marketing Membership Executive Committee	Mar-17	Mar-19
			4. Develop and implement changes based on feedback.	Marketing Membership Executive Committee	Mar-17	Mar-19
	2. Nonmember CMA recruitment	Contact non-member CMA's and encourage them to become members.	1. Send a letter to new non-member CMA's	Certification	Mar-17	Mar-19
			2. Send a letter to former CMA members who have not renewed their membership	Membership Certification	Mar-17	Mar-19
	3. Offer and promote and quality continuing education.	Increase availability of quality continuing education for medical assistants.	Continue to offer a minimum of two state workshops offering a minimum of 3 CEU's per workshop.	Continuing Education	Mar-17	Mar-19
	4. Increase and promote SCSMA membership	Ensure the future of the SCSMA	1. Increase student membership by contacting CAAHEP and ABHES approved program directors requesting permission to meet with students for the purpose of promoting AAMA/SCSMA.	Marketing Membership Executive Committee Educators Peer Group	Mar-17	Mar-19

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		2. Market medical assisting through the student bowl of knowledge	Marketing Membership Executive Committee Educators Peer Group	Mar-17	Mar-19
		3. Continue student scholarship awards as funds permit.	Scholarship	Mar-17	Mar-19
		4. Invite to and recognize new and recertified CMA (AAMA)'s at conference awards program.	Certification Executive Committee	Mar-17	Mar-19
		5. Challenge chapters for 2 new members per year.	Marketing Membership certification	Mar-17	Ongoing
		6. Continue process of promoting mobile workshops	Marketing Membership Executive Committee Continuing education	Mar-17	Mar-19
	Mentor Students to ensure the future of society and profession	Encourage chapters to establish regular communication with students of local CAAHEP and ABHES accredited medical assisting programs.	Marketing Membership Executive Committee Continuing education Educators Peer Group Local Chapter officers	Mar-17	Mar-19
5. Establish and support new chapters in area with Members at Large (MAL)	Increase availability to membership of CEU opportunities and fellowship with other members	1. Obtain and review current state roster to determine areas of high concentration of MAL.	Marketing Membership Executive Committee Continuing education Educators Peer Group	Mar-17	Mar-19
		2. Obtain new chapter guide from AAMA.	Membership	Mar-17	Mar-19
		3. Reach out to MAL by mail or electronic means to assess interest in forming a chapter	Membership Executive Committee Website	Mar-17	Mar-19

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			4. Determine which area to target based on results of assessment. Target this area by inviting MAL to an organizational meeting.	Marketing Membership Executive Committee Continuing education Educators Peer Group	Mar-17	Mar-19
			5. Conduct organizational meeting and hold election of new chapter officers	Marketing Membership Executive Committee Continuing Education	Mar-17	Mar-19
		Maintain new chapter	1. Establish new chapter by-laws and policy handbook	Executive Committee Membership Bylaws Policy Handbook	Mar-17	Mar-19
			2. Encourage and mentor new chapter by attending meetings of new chapter and assisting them as needed.	Marketing Membership Executive Committee Continuing Education	Mar-17	Mar-19
	6. Strengthen Leadership of SCSMA	Obtain qualified candidates for state leadership positions.	1. Publish leadership training tools on the website.	Executive Committee Website	Mar-17	Mar-19
			2. Establish planning and orientation session for Executive Committee and Committee Chairs.	Executive Committee Committee Chairs	Mar-17	Mar-19
	7. Increase communication with members	Raise member awareness about SCSMA and AAMA activities.	1. Establish President's message on website as well as a message board for members.	President Website Executive Committee	Mar-17	Mar-19
			2. Update website at least annually	President Website Executive Committee All Chapter Presidents	Mar-17	Ongoing
			3. Utilize eblasts to push out information to users	Website	Mar-17	Ongoing

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	8. Protect the Medical Assistant's Right to Practice	Ensure the right to practice for all medical assistants in SC	1. Educate the members regarding the importance of monitoring health care issues.	Public Policy Chapters Local Executive Committee	Mar-17	Ongoing
			2. Monitor changes to the Medical Practice Act.	Public Policy Executive Committee	Mar-17	Ongoing
			3. Maintain communication with AAMA with respect to right-to-practice challenges	Public Policy Executive Committee	Mar-17	Ongoing
			4. Publish articles or links to articles on website relating to state and national issues on the right-to-practice.	Public Policy Executive Committee Website	Mar-17	Ongoing
	9. Assist Chapters with development of marketing plans.	Market the profession in local communities	1. Provide materials to local chapters to encourage them to develop marketing plans.	Marketing Membership Executive Committee	Mar-17	Mar-19
			2. Participate in local medical society meetings to promote CMA (AAMA) and SCSMA.	Marketing Membership Executive Committee	Mar-17	Mar-19
	10. Monitor the Strategic Plan	Obtain timely input on plan success; implement changes as needed.	1. Assign responsibilities for the Strategic Plan.	Board of Directors	Mar-17	Ongoing
			2. Evaluate and incorporate outcomes of the Strategic Plan at each Board of Directors meeting and implement changes as identified.	Board of Directors	Mar-17	Ongoing
			3. Appoint next Strategic Plan Committee.	Board of Directors President	Mar-17	Ongoing

SCSMA Vision Statement

The vision of the South Carolina Society of Medical Assistants is to increase recognition of the Certified Medical Assistant as the premier choice in the allied health professions.

SCSMA Mission Statement

The mission of the South Carolina Society of Medical Assistants is to enable medical assist professionals to enhance and demonstrate the knowledge, skills and professionalism required by employers and patients; protect the medical assistants' right to practice; and promote effective, efficient health care delivery through optimal use of multi-skilled Certified Medical Assistants (CMAs).

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