OELMA Strategic Plan 2018

**Membership**
- Expand the value of membership.
- Reach members in diverse locations & situations.

**Finances**
- Focus on membership cost and flexibility.
- Enhance growth & retain current membership.
- Maintain an ongoing evaluation of the line-items of financial documents.
- Continue conversations about the cost of membership.

**Continuing Education**
- Create ways to communicate current finances to membership.
- Evaluate, on an ongoing basis, revenues/expenses.
- Integrate the use of the current national standards.
- Increase the use of a LMS to provide PD opportunities.

**Association**
- Update the policy, bylaws, and roles of the Board to be more responsive to members and the evolving role of OELMA.
- Build upon mentoring program to create more membership opportunities.
- Increase face-to-face continuing education options.
- Update record keeping systems to increase the transparency of the association.

**Partnerships**
- Expand professional development opportunities.
- Collaborate on issues & legislative actions.
- Explore cost-sharing opportunities.
- Collaborate on mutual promotion through communication.

**Communication**
- Provide options for all members to have a voice.
- Increase the amount of positive PR in and out in order to promote our profession.
- Collaborate with partners to increase awareness of state & national initiatives and our role.
- Improve communication through a variety of formats.

See the whole Strategic Plan: