Mission: Enhancing patient access to quality eye and vision care by advancing, supporting and promoting the practice of optometry.

2015-2020 Strategic Plan

### Strategic Goal #1
**Advocacy**
The Voice of Optometry and Public Policy

**Strategy #1: Lobbying**
- Maintain lobbying services to influence parity, inclusion and scope.

**Strategy #2: Identify Issues Impacting Optometry**
- Scope of Practice (protect and advance)
- Management Care (parity)
- Health Care Reform (inclusion)
- State and national issues affecting optometry, beyond the scope of practice.

**Strategy #3: Board of Optometry**
- Maintain close working relations with the Board. Enhance Budget for lobbyist

**Strategy #4: Political Giving**
- Support MOPAC to be positioned as respected state PAC.
- Support the AOA national PAC.

**Strategy #5: Leadership Development**
- Partner and collaborate with colleges and faculty, especially in areas for collecting data through student projects, thesis, prakticum, etc.

**Strategy #6: Committees**
- Marshal optometrists for their involvement in government relations:
  - Key Person Network
  - Political Action Committee
  - Legislative Day

**Strategy #7: Public Policy**
- Support eye, vision and health matters that benefit the public

**Strategy #8: Volunteer Committees**
- Rely on the Legislative, Management Care Committees and MOPAC for development of structure, strategy, oversight and reporting regarding this goal area.

### Strategic Goal #2
**Education**
The resource for professional knowledge and public information

**Strategy #1: Professional Education**
- Increase availability through various offerings, including on-line, regional “road show,” “Season Ticket” offering --- especially at CE deadlines.
- Expand education by adding practical training topics, understanding of healthcare reform, etc. (non-CE)
- Enhance audience to para-optometrists and allied health professionals (i.e. NPs, PAs).
- Increase focus on technology training.

**Strategy #2: Public Education**
- Educate the government, industry and the public about eye, vision and health matters, i.e. diabetes, safety, care.

**Strategy #3: Image of Optometry**
- Improve the public’s understanding of the role of optometrists.

**Strategy #4: Academic Relations**
- Partner and collaborate with colleges and faculty, especially in areas for collecting data through student projects, thesis, prakticum, etc.

**Strategy #5: Vision Foundation**
- Maximize use of the foundation to fund programs while developing new benefits and services that meet the needs of the diverse practice settings.

**Strategy #6: Leadership Development**
- Increase optometric leadership skillsets and opportunities through a Leadership Academy and the strategic placement of mentors and leadership-development skills.

**Strategy #7: Volunteer Committees**
- Rely on Continuing Education Committee and the Leadership Development Task Force for development of structure, strategy, oversight and reporting regarding this goal area.

### Strategic Goal #3
**Professional Success**
Member benefits and services for career enhancement

**Strategy #1: Benefits and Services**
- Increase member and allied professional education programs while developing new benefits and services that meet the needs of the diverse practice settings.

**Strategy #2: Access to Expertise**
- Promote the value of member access to expertise through Society corporate counsel, professional staff and Society leadership.

**Strategy #3: Recruitment and Retention**
- Set a growth and retention metric that exceeds existing benchmarks and trends.

**Strategy #4: Memberships**
- Identify incentives that promote optometrists’ involvement in their professional society, i.e. dues or education credit for members serving on committees, etc.

**Strategy #5: Social Media**
- Use social media platforms to engage members and create channels of communication.

**Strategy #6: Critical Issues**
- Keep members appraised of time sensitive issues, i.e. health concerns, managed care, regulation.

**Strategy #7: Students**
- Leverage support from student chapters and associations to support the Society.

**Strategy #8: Buying Group**
- Improve awareness, clout and income of the group buying program.

**Strategy #9: Technology**
- Explore the practice needs and opportunities for Society to offer services related to encryption, EHR, IT consultation, etc.

**Strategy #10: Volunteer Committees**
- Rely on Membership Committee and Technology Task Force for development of structure, strategy, oversight and reporting regarding this goal area.

### Strategic Goal #4
**Trusted Leader**
The leadership and resources to guide the profession

**Strategy #1: Society Image**
- Update and improve the brand awareness of the Society.

**Strategy #2: Dues Revenue**
- Review the dues structure and consider discounts for groups.

**Strategy #3: Governance Review**
- Reduce the bylaws that may necessitate amendments resulting from the strategic plan (i.e. dues discounts, governance review.)

**Strategy #4: Professional Staffing**
- Ensure continuous professional staffing and support for professional development.

**Strategy #5: Committees**
- Align committees and task forces with the strategic plan’s four goals and rely on volunteer leaders to advance the goals and strategies.

**Strategy #6: Diversity**
- Review the opportunities to enhance and integrate diversity in the Society through programs, outreach, composition and understanding.

**Strategy #7: Strategic Plan**
- Promote the plan to the optometric community and use it as a tool at board and committee meetings; review annually for progress.

**Strategy #8: Volunteer Committees**
- Rely on Nominating Committee and Task Forces on Governance Structure, CEO Transition, and Diversity for development of structure, strategy, oversight and reporting regarding this goal area.