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2 Oregon Society of Medical Assistants
3 2019 Annual Meeting
4 Report of Strategic Planning Committee
5 For the Period Ending April 12, 2019

6 The Strategic Planning duties include: Work closely with the President and Membership and
7 Marketing Team Leader on projected growth for OSMA

- 8 1. Identify goals and develop a timetable of action
9 2. Submit recommendations to the Board to establish guidelines for
10 implementation for future development of OSMA

11 Recommended Qualifications of the Strategic Planning Team Leader:

- 12 1. Have a working knowledge of OSMA
13 2. Have the ability to organize information and present it in an understandable
14 manner
15 3. Be able to work in a goal-oriented manner

16 Duties of the Strategic Planning Team Leader:

- 17 1. Be present at all OSMA Board meetings
18 2. Hold meetings between OSMA Board meetings to review the current plan and
19 ideas for OSMA's future
20 3. Encourage participation from Officers, Team Leaders and Members on the
21 State and Chapter level
22 4. Chart progress over time: months, years
23 5. Advise subsequent Team Leader on the year's activities
24 6. Submit a Year-End Report of the Team's activities to the Vice Speaker of the
25 House for inclusion in the Delegate Packet

26 The OSMA Strategic Planning Committee has been focusing on providing rapid and relevant
27 communications, Advancing Technology within OSMA, promoting OSMA/AAMA as the local
28 resource for the Medical Assistant Profession, promote the CMA (AAMA) as the preferred
29 credential and to generate revenue to preserve the solvency of OSMA. The OSMA Strategic
30 Planning Committee feels that the introduction of the OSMA Website, OSMAonline.org, has
31 accomplished great strides toward all the listed goals. The OSMA Website offers current and rapid
32 communications regarding the OSMA and AAMA, with National, State and Local organization
33 information. The Website is advancement in technology for OSMA, it promotes the AAMA and

34 OSMA as a resource for all MA's, no matter what credential is held. The Website CMA/AAMA
35 as the preferred credential by supplying information regarding events on the National, State and
36 Local levels. The Committee feels that through the Website and the exposé it offers OSMA it
37 will help generate interest and revenue for our organization.

38 This committee would like to thank all members of OSMA for their assistance during the past
39 year. This committee feels OSMA needs all to participate with updating the goals and look to the
40 future of this organization.

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42 Submitted by:

43 Julie Haas, CMA (AAMA)

44 OSMA Strategic Planning Team Leader, Marion-Polk Chapter

45 OSMA Strategic Planning Team Members:

46 Molly Bilyeu, CMA (AAMA), Jennifer Slusser, CMA (AAMA), Jennifer Sparks, CMA (AAMA),
47 Candy Miller, CMA (AAMA)

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