1	OREGON SOCIETY OF MEDICAL ASSISTANTS
2 3 4 5	Report of the Strategic Planning Session Planning Session Report period ending January 2022
6 7 8 9 10	The Strategic Planning Committee was appointed to the Board for direction and planning. The purpose of this committee is to provide guidance for the future of the organization. The following is an outline of both meetings and what occurred.
11 12 13	The last Strategic Planning meeting was held on August 2020. The final <b>ACTION PLAN</b> for that meeting was:
14 15 16	Communication via Social Media Upgrades:  a. OSMA Facebook Team recognition awards, events, education events, etc.  b. Beef up the OSMA website
17 18 19 20 21 22	<ul> <li>c. Funnell chapter events to all OSMA social media platforms</li> <li>d. Use Chats, Spotlight, Kudos to promote OSMA member accomplishments</li> <li>e. Chapters need to connect with their members via email consistently. Include addresses of OSMA and AAMA connections. Hold regular Board Meetings to set up a plan and then post the meeting Highlights so that your members are aware of what is going on.</li> </ul>
23 24	The next meeting President Purdy was in October 2021 and asked attending members to review the 8-22-20 document and then asked two questions:
25 26 27	<ol> <li>What is the OSMA purpose?</li> <li>What is it that we are offering our members and the medical assisting community?</li> </ol>
28 29 30	PE Chambers opened a JAM page in order for all attending members to see the comments as sticky notes. The following are comments:  • Link to AAMA
31 32	<ul> <li>Supporting membership: mentoring, helping with jobs, problem solving</li> <li>Unify Chapters to do education, implement education</li> </ul>
33 34 35	<ul> <li>OSMA provides education, and local Chapters for networking events</li> <li>Allowing members to promote professional development on the chapter and state level</li> <li>Develop partnerships with employers</li> </ul>
36 37	<ul> <li>Promoting through marketing to employers and their staff through MAR week</li> <li>"Did you know" articles. How do we get the general medical assistant involved?</li> </ul>
38 39	<ul> <li>Education, Networking, Mentoring, social, professionalism</li> <li>How do we make it inclusive?</li> </ul>
40 41	<ul><li>Education: OSMA vs RCCMA?</li><li>CEU's, professional development, mentorship</li></ul>
42 43 44	<ul> <li>Easy access to CEU's, connecting with others remotely</li> <li>How can we measure performance? How do we know we are successful with any of our goals?</li> </ul>
45	<ul> <li>Relationships: networks provide value and purpose.</li> </ul>

46	Education- continuous growth
47	<ul> <li>Professional speakers at Conferences</li> </ul>
48	<ul> <li>Medical and ethical guidance for problems</li> </ul>
49	<ul> <li>Passionate Professionals</li> </ul>
50	• Educating the community- scope of practice, "What is a Medical Assistant?"
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52	Next steps for the Strategic Planning Committee is to determine what is the role of OSMA and
53	put a plan together.
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55	President Purdy wishes to thank PE Chambers for her guidance and assistance.
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58	Paula Purdy, CMA (AAMA)
59	President 2021-2022