

# **CALIFORNIA MEDICAL ASSOCIATION ALLIANCE**

## **2016-2018 STRATEGIC PLAN**

### **MISSION STATEMENT**

The CMAA serves local Alliances and Members by offering resources, experience, and network supports.

### **VISION STATEMENT**

CMAA is a healthy productive organization.

### **TAG LINE**

“Just for the Health of It”

### **OUR VALUES FRAMEWORK**

We value:

1. Teamwork for a Common Goal = Taking a diverse group of individuals who focus their talents and energies on the accomplishment of a common goal.
2. Mutual Respect = We have open communication and respect all ideas.
3. Optimism = positively effecting the medical family and community through participation, projects, and programs.
4. Integrity = Being a unified group of people that you can trust to understand the uniqueness of the medical family.
5. Accountability = doing what you say you will do and being responsible for finishing the task.

### **PRINCIPLES OF THE CMA ALLIANCE**

We recognize and support the following principles that:

- Relationships are local and key to the growth of our Alliance
- Address messages/services to the diverse interests of the medical family
- The CMA Alliance offers a personal and professional network

## PRIORITIES

### **\*Sub-headings under Priorities are Action Plans for the 2015-2016 Year**

1. Create awareness within the medical community on the value of the CMA Alliance.
  - a) Insure that all communications emphasize that the CMA Alliance represents the interests and needs of the “family of medicine”; is an affiliate organization of the CMA, and is an active member of the AMAA; on-going.
  - b) Work with county Alliances to publicize statewide the work they do in their communities, either through project development and implementation, or through fund raising efforts and the awarding of grants; on-going.
  - c) Work with the CMA to insure that our role in collaborative efforts either at the state level, or at the county level with local medical societies, are recognized in the CMA’s various communication vehicles to the CMA general membership; on-going.
  - d) , 2014
  
2. Cultivate membership by working collaboratively with the county Alliances in the planning and implementation of programs that are fun, challenging, and progressive.
  - a) Plan and carry out at least two meetings or events annually; one meeting will have a retreat component, the second a leadership/business meeting.
  - b) Simplify the collection of membership data and dues to allow CMAA and counties to focus on creating one-to-one contact opportunities with targeted members of the “medical family” ongoing. The work will be done by an independent contractor with Executive Board oversight; ongoing.
  - c) Send out a minimum of two print newsletters by mail to the membership by June 2016.
  - d) Simple recognition of members who work to help the CMA Alliance achieve its goals and move forward via written, print and social media and personal means; ongoing.
  - e) Tag membership database so that members receive regular communications and updates in a form of their choosing that they will most likely read; ongoing.
  
3. Develop systems that support and respond to the needs of members.
  - a) Communicate the simplification and flexibility in the governance systems of the Alliance per the amended Bylaws.

- b) Continue to assess and streamline the governance systems of the CMAA; on-going with progress report to Board in June 30, 2016.
  - c) Develop a realistic budget that maximizes the effectiveness of monies expended and minimizes the use of reserves; annually.
4. Be the statewide resource for leadership development and training of local Alliance leaders and members.
- a) Hold Leadership and Annual Session Conferences concurrently that will attract current and potential members of the CMAA
  - b) Provide opportunities for county Alliances to work collaboratively to share resources and attain common goals; on-going.
  - c) Work collaboratively with the AMAA and Western States Leadership to take advantage of their skill sets and reinforce the importance of the relationship between the two organizations; ongoing.
  - d) Explore the feasibility of putting together and holding interactive virtual mini-trainings via Skype or other internet vehicles; ongoing.
  - e) Develop a resource bank of member skill sets that the state and county leaders can access for mini-trainings; ongoing.
6. Expand revenue sources and develop partnerships and strategic alliance.
- a) Explore alternative membership participation income as the Bylaws no longer list dues as a requirement for membership.
  - b) Research organizations with whom the CMAA could develop collaborative partnerships and strategic alliances; on-going.

ADOPTED EXECUTIVE BOARD 8-22-2015

ADOPTED BOARD OF DIRECTORS AND MEMBERS \_\_\_\_\_