



Becoming the Volunteer Voice for Healthy Families
American Medical Association Alliance 2009-2012 Strategic Plan

Accepted May 21, 2009 by the AMA Alliance Board of Directors
as recommended by the Strategic Advancement Advisory Committee

SUMMARY

Overview

The American Medical Association Alliance 2009-2012 Strategic Plan provides the context for Alliance member service priorities for the next three years.

It's no secret within Alliance circles that our organization faces significant challenges. Overcoming these challenges will require changes in practices and the elimination of activities that many of us have enjoyed throughout the years.

Alliance leadership recognizes it must embrace significant change if the Alliance is to remain relevant to the medical family and thrive as an institution. This change is driven by five critical factors:

1. **The changing face of medicine.** Doctors of today look different from doctors of 20 years ago (gender, national origin, etc.). The younger generation's career expectations are different from those entering the workforce 10 to 15 years ago (a tendency not unique to medicine).
2. **An aging active membership base.** According to an informal Alliance membership poll from 2006, 65 percent of Alliance members are 50 or older and 9 percent are under the age of 40.
3. **Generational attitudes regarding volunteering.** Younger adults who came of age in the early 1990s or later, typically those whose middle and high school curricula featured "service learning" or "mandated volunteering" programs, have strong involvement tendencies. However, research by Independent Sector and others has shown that younger volunteers are more likely to create their own volunteer groups instead of joining established organizations.
4. **Time poverty.** People in all walks of life are especially busy. Recruiting volunteers can be increasingly difficult due to prospects' lack of available time. Costs associated with volunteering also affect participation.
5. **Direct personal benefit to individual members.** The Alliance's service portfolio has evolved over the last decade to comprise activities primarily that members can utilize to be of service to others. Notable examples are the Alliance's efforts in *Screen Out!* and *Stop America's Violence Everywhere (SAVE)*. In addition, the remainder of the Alliance's service portfolio -- advocacy, scholarship, and fundraising on behalf of organized medicine -- has little direct personal benefit to potential Alliance members.

The Alliance will thrive with a renewed recognition that *service to members is its most important task*. While we will shed many things that may appear as an abandonment of tradition, the plan is in fact a call for returning to the Alliance's roots: The care and support of those who live within the family of medicine.

The Alliance is grateful to every member who came before us and we celebrate their vision and passion that enabled our Federation to endure for these 87 years. We hope this plan honors them by building on their success with our renewed commitment to support those who live within the family of medicine.

In so doing, not only will the Alliance strengthen physician advocates, those who advocate for America's physicians, the Alliance will position itself to become *the* volunteer voice for healthy families.

The Alliance's 2009-2012 strategic plan will encompass the following:

VISION

To be the volunteer voice for healthy families.

MISSION

To support medical families through advocacy and education.

PLANNING OBJECTIVE I

The AMA Alliance will serve the interests and meet the needs of members at all stages within the medical family.

PLANNING OBJECTIVE II

The AMA Alliance governance structure, policies and procedures will support the Alliance's efforts to serve the interests and meet the needs of members.

PLANNING OBJECTIVE III

Ensure that AMA Alliance communication, marketing outreach, training and information delivery reaches target audiences, including members and potential members at all levels of the Federation.

PLANNING OBJECTIVE IV

Manage financial resources (income and expense) to maintain the AMA Alliance's fiscal integrity, including elimination and/or phase out of lesser-priority activities and expenses.