

**MOCEP Strategic Plan 2021-23**

<b>Membership Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase Membership by 75 members (across all membership categories)		Use MSC to assist in increasing student membership
	<b>Goal 2:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase Member Engagement by 20%	Increase social media engagement Increase committee participation Increase attendance at events	Increase MSC use and sharing of social media content <b>Strategies/Tactics:</b> USE MSC to increase the number of student events and engagement
<b>Goal 3:</b>	<b>Objectives:</b>		
	Increase relationships with Hospitals		

<b>Communications Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase social media presence by 20%	Post at least 2-3 times per week	Find content about our members to share  Encourage members to complete the Member Monday form
	<b>Goal 2:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase ED focus in membership communications by 100%		Highlight hospitals/EDs in social media and member outreach

<b>Education Committee</b>	<b>Goal 1:</b>	<b>Objectives</b>	<b>Strategies/Tactics:</b>
	Increase attendance at conferences by 15%	Increase marketing efforts Increase time prior to events to market them Hold conference in central location	
	<b>Goal 2:</b>	<b>Objectives</b>	<b>Strategies/Tactics:</b>
	Provide CME for conferences	Find a service to provide CME for event	

<b>Rural EM Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Create a new Rural EM Committee	Develop committee and objectives of committee	

<b>ITLS Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase number of instructors and courses in MO by 15%	Develop instructor courses throughout Missouri to increase number of instructors by 10. Simplify ITLS to make it easier to hold courses Increase awareness of ITLS to EMS community	Work with MEMSA to raise awareness of ITLS and the need for it.
	<b>Goal 2:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase communications with ITLS faculty and resources for them	Send at least 2 emails to all faculty and instructors each year	

<b>Finance Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase non-dues revenue opportunities by \$1,500	website and newsletter sales	Work with Communications Committee to develop plan

<b>s and EMPAC Committee</b>	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase Advocacy Day attendees to baseline numbers	Have at least 25 people in attendance at 2022 AdvocacyDay	
	<b>Goal 2:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase influence/coalition partners by at least 3 people/organizations	DHSS staff, legislators	Coordinate a meet and greet with MOCEP leaders and new DHSS director
	<b>Goal 3:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Author at least 1 resolution per year		
	<b>Goal 4:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Identify at least 3 legislative priorities each year to focus on		
	<b>Goal 5:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>

Legislative Affairs	Increase awareness of advocacy efforts to our members by 20%		Ask G&S to provide regular written and video updates
	<b>Goal 6:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	At least 5 MOCEP members will participate in the MSMA Physician of the Day		
	<b>Goal 7:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Build a group of 4-10 members to testify during Legislative Sessions		
	<b>Goal 8:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Develop a solution to the ongoing downcoding solutions in Missouri	Build a committee of partners to pull together data, talk to legislators, etc.	

Leadership	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Respond to workforce issues as we learn more about the issue		
	<b>Goal 2:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Increase involvement in ACEP by 10%	Committee members on national committees, board members in ACEP leadership roles	

Pediatric EM Committee	<b>Goal 1:</b>	<b>Objectives:</b>	<b>Strategies/Tactics:</b>
	Develop a new Pediatric EM committee		