

	Strategic Objectives	Goals	Action Plan	Performance Measurements	Timeframe	Accountability
Increase membership and retention of Young Physicians	Increase and broaden membership base to include more Early Career Physicians, Subspecialists, Hospitalists, Medical Students, and Residents/Fellows	Expand generationally-focused social and professional networking opportunities.	Provide Mentoring Opportunities pairing Early Career Physicians and Council Members with similar interests	At least 10% of Early Career Physician Members are matched with mentors in the first year	1 year	Governor and Early Career Physicians Council
			Create a database of private practice and academic members	Have tools to target specific groups so focused messages get to the appropriate members	2-3 years	Chapter Staff
			Host "Happy Hour" Events promoting advancement to Fellowship	30 Young Physicians attend each Happy Hour Event	3 years	Early Career Physicians Chair and Staff
				25 Early Career Physicians are advanced to Fellowship within two years	2 years	Governor and Early Career Physicians Council
			Enhance the Chapter's presence on social networking sites such as Facebook and LinkedIn	Use Chapter's Facebook and LinkedIn accounts to reach out to Early Career Physicians members. Have 15% of Early Career Physicians Membership as followers on both media sources.	1 year	Early Career Physicians Chair and Staff
				New content specific for Early Career Physicians will be posted each month to maintain its use	3 years	Early Career Physicians Council and Staff
		Engage more members in effective peer-to-peer membership recruitment efforts.	Host a training session on how to effectively recruit Members, educating the Council on tools and resources as well as ACP benefits.	All Council Members attend training.	1 year	Governor and Executive Director
				Each Council Member recruits at least one member each year during their term	3 years	All Governor's Advisory Council Members
			Provide incentives to recruiters and promote the Recruit-a-Colleague Chapter Rewards Program	Chapter earns at least \$1825 in RACC Rewards	3 years	Governor
		Collaborate with local subspecialty societies to provide educational opportunities.	Co-Sponsor SEP Subspecialty Modules	SEP Sessions attract 30% of Hospitalist Nonmembers	2 years	Program Chair
				SEP Sessions are rated above 4.0.	2 years	Governor and Program Chair

		Reach all 3,700 Internists in LA	Smaller, regional meetings	Conduct needs assessment	6 months	Chapter Staff
			Create membership committee	To include representatives from all other committees	1 year	Chapter Staff
			Set up auto renew for dues	Talk to National	9 months	Chapter Staff
			Increase private practice membership	Increase 10%	2 years	Membership Committee
			Increase regional participation in strategic planning	At least 20% of participants to represent a non-academic practice	2-3 years	Council
		Student Committee	Create council with representation from every internal medicine interest group	Council can create and plan networking or educational events at neutral location	6 months	Chair and Chapter Staff
		Resident/Fellow Committee	Create Council with representation from each chief medical resident. Ask each program director or associate program director to be on committee	Have council AND committee working on resident/fellow activities	9 months	Chair and Chapter Staff
		Early Career Physician Committee	Give Chair names of early career physicians who attended recent strategic planning session	Work with Chair to enlist additional members and identify their role	1 year	Chair and Chapter Staff
			Create committee		6 months	Chair and Chapter Staff

Advocacy							
Strategic Objectives	Goals	Action Plan	Performance Measurements	Timeframe	Accountability		
Advocacy	Increase ACP Advocacy in State	Increase ACP Advocacy in State	Develop a committee	Work with Dr. Borne to create a committee with a distributed demographic	6 months	Dr. Borne, Governor, and Chapter Staff	
			Identify priorities and create talking points for next legislative session	Conduct membership survey	9 months	Chapter Staff	
			Collaborate with Local Societies	Identify a delegate to participate in LSMS	1 year	Committee	
			Create Leadership Day in LA	Use ACP National as resource	2-3 years	Committee	
			Member Education	Work with other committees to include advocacy	Ongoing	Committee	
Develop Chapter Communications Strategy							
Strategic Objectives	Goals	Action Plan	Performance Measurements/Metrics	Timeframe	Accountability		
Develop Chapter Communications Strategy	Improve statewide communications - providing information and interactive tools	Develop and define our chapter's unique value as a local resource for providing a professional home through educational and networking opportunities	Provide CME Webinars & Explore Video Conference Tools	Chapter Staff will research potential resources for purchase	Immediately (3 months)	Chapter Staff	
			Create committee	Set up a booth at next chapter meeting to recruit members for committee	9 months	Chapter Staff	
			Identify chair	6 months	Chapter Staff		
			Target 0-5 year early career physicians, subspecialty groups, and hospitalists	Create targeted marketed plan for special groups	9 months	Communications Committee	
		Create a social media presence	Create a social media presence	Set-up a LinkedIn Group for members to associate themselves as members of the chapter	Create by 2014	Immediately (3 months)	Chapter Staff
					2% of members join group within 6 months of creation	1 year	Chapter Staff
				Further develop Facebook page to foster two-way communication between Chapter Leadership and members/nonmembers	5% of members "Like" in next six months and continual growth to 10% of membership in two years; Bi-weekly two-way communications related to topics of interest for the chapter	2 years	Chapter Staff

Program Committee	Strategic Objectives	Goals	Action Plan	Performance Measurements	Timeframe	Accountability
	Increase the number of resources, as well as awareness of practice support	Increase the number of resources for practice support, i.e. webinarms, meetings, communications, electronic resources	Create committee	Solicit members to join committee	12 months	Chapter Staff
			Have committee identify needs and propose methods/services for chapter to provide practice support	Take results of needs assessment, catalog and distribute resources; help to identify new resources	18 months	Committee
			Bring Live Speakers to Rural Areas	Schedule 3 speaker activities	12 months	Committee
	Professional development	Become Lifelong professional resource to members	Enhance private practice membership and leadership	Increase number of private practice members on Governor's Advisory Council and/or committees	12 months	Governor and Chapter Staff
		Hire coordinator for staff	Develop and expand job description for chapter staff	Meet metrics of strategic plan	9 months	Governor and Chapter Staff
		Business management	Have log in for activities to show membership advantage	Send out www.joinacp.com to membership	3 months	Chapter Staff