

| | | SCSMA STRATEGIC PLAN | | | | | |
|--|---|--|--|-------------------|-----------------|--|--|
| GOAL | OBJECTIVE | STRATEGY | RESPONSIBLE PARTY/COMMITTEE | START DATE | END DATE | | |
| 1. Retention of members | Ensure that members are renewng ther membershp. | 1. Review membership list yearly to see who has and has not renewed. | Membership | Mar-19 | Mar-21 | | |
| | | | | | | | |
| | | 2. Send letter to non-renewing members encouraging them to join | Marketing Membership Certificaton | Mar-19 | Mar-21 | | |
| | | | | Mar-19 | Mar-21 | | |
| | | 3. Review and Assess results. | Marketing Membership Executive Committee | Mar-19 | Mar-21 | | |
| | | | | Mar-19 | Mar-21 | | |
| | | 4. Develop and implement changes based on feedback. | Marketing Membership Executive Committee | Mar-19 | Mar-21 | | |
| | | | | Mar-19 | Mar-21 | | |
| 2. Nonmember CMA recruitment | Contact non-member CMA's and encourage them to become members. | 1. Send a letter to new non-member CMA's | Certification | Mar-19 | Mar-21 | | |
| | | 2. Send a letter to former CMA members who have not renewed their membership | Membership Certificaton | Mar-19 | Mar-21 | | |
| | | | | Mar-19 | Mar-21 | | |
| 3. Offer and promote and quality continuing education. | Increase availability of quality continuing education for medical assistants. | Continue to offer a minimum of two state workshops offering a minumum of 3 CEU's per workshop. | Continuing Education | Mar-19 | Mar-21 | | |

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| | | | | | Mar-19 | Mar-21 |
| | 4. Increase and promote SCSMA membership | Ensure the future of the SCSMA | 1. Increase student membership by contacting CAAHEP and ABHES approved program directors requesting permission to meet with students for the purpose of promoting AAMA/SCSMA. | Marketing Membership Executive Committee Educators Peer Group | Mar-19 | Mar-21 |
| | | | | | | Mar-21 |
| | | | 2. Market medical assisting through the student bowl of knowledge | Marketing Membership Executive Committee Educators Peer Group | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 3. Continue student scholarship awards as funds permit. | Scholarship | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 4. Invite to and recognize new and recertified CMA (AAMA)'s at conference awards program. | Certification Executive Committee | Mar-19 | Mar-21 |
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| | | | 5. Challenge chapters for 2 new members per year. | Marketing Membership Certificaton | Mar-19 | ongoing |
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| | | | 6. Continue process of promoting mobile workshops | Marketing Membership Executive Committee Continuing education | Mar-19 | Mar-21 |
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| | | Mentor Students to ensure the future of society and profession | Encourage chapters to establish regular communication with students of local CAAHEP and ABHES accredited medical assisting programs. | Marketing Membership Executive Committee Continuing education Educators Peer Group Local Chapter officers | Mar-19 | Mar-21 |
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| | 5. Establish and support new chapters in area with Members at Large (MAL) | Increase availability to membership of CEU opportunities and fellowship with other members | 1. Obtain and review current state roster to determine areas of high concentration of MAL. | Marketing Membership Executive Committee Continuing Education Educators Peer Group | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 2. Obtain new chapter guide from AAMA. | Membership | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 3. Reach out to MAL by mail or electronic means to assess interest in forming a chapter | Membership Executive Committee Website | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 4. Determine which area to target based on results of assessment. Target this area by inviting MAL to an organizational meeting. | Marketing Membership Executive Committee Continuing Education Educators Peer Group | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 5. Conduct organizational meeting and hold election of new chapter officers | Marketing Membership Executive Committee Continuing Education | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | Maintain new chapter | 1. Establish new chapter by-laws and policy handbook | Executive Committee Membership Bylaws Policy Handbook | Mar-19 | Mar-21 |

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| | | | | | Mar-19 | Mar-21 |
| | | | 2. Encourage and mentor new chapter by attending meetings of new chapter and assisting them as needed. | Marketing Membership Executive Committee Continuing Education | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | 6. Strengthen Leadership of SCSMA | Obtain qualified candidates for state leadership positions. | 1. Publish leadership training tools on the website. | Executive Committee Website | Mar-19 | Mar-21 |
| | | | | | | Mar-21 |
| | | | 2. Establish planning and orientation session for Executive Committee and Committee Chairs. | Executive Committee Committee Chairs | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | 7. Increase communication with members | Raise member awareness about SCSMA and AAMA activities. | 1. Establish President's message on website as well as a message board for members. | President Website Executive Committee | Mar-19 | Mar-21 |
| | | | | | Mar-19 | Mar-21 |
| | | | 2. Update website at least annually | President Website Executive Committee All Chapter Presidents | Mar-19 | ongoing |
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| | | | 3. Utilize eblasts to push out information to users | Website Newsletter | Mar-19 | Ongoing |
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| | 8. Protect the Medical Assistant's Right to Practice | Ensure the right to practice for all medical assistants in SC | 1. Educate the members regarding the importance of monitoring health care issues. | Public Policy Local Chapters Executive Committee | Mar-19 | Ongoing |
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| | | | 2. Monitor changes to the Medical Practice Act. | Public Policy Executive Committee | Mar-19 | Ongoing |

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| | | | 3. Maintain communication with AAMA with respect to right-to-practice challenges | Public Policy Executive Committee | Mar-19 | Ongoing |
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| | | | 4. Publish articles or links to articles on website relating to state and national issues on the right-to-practice. | Public Policy Executive Committee Website | Mar-19 | ongoing |
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| | 9. Assist Chapters with development of marketing plans. | Market the profession in local communities | 1. Provide materials to local chapters to encourage them to develop marketing plans. | Marketing Membership Executive Committee | Mar-19 | ongoing |
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| | | | 2. Participate in local medical society meetings to promote CMA (AAMA) and SCSMA. | Marketing Membership Executive Committee | Mar-19 | ongoing |
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| | 10. Monitor the Strategic Plan | Obtain timely input on plan success; implement changes as needed. | 1. Assign responsibilities for the Strategic Plan. | Board of Directors | Mar-19 | Mar-21 |
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| | | | 2. Evaluate and incorporate outcomes of the Strategic Plan at each Board of Directors meeting and implement changes as identified. | Board of Directors | Mar-19 | Ongoing |
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| | | | 3. Appoint next Strategic Plan Committee. | Board of Directors President | Mar-19 | Mar-21 |

SCSMA Vision Statement

The vision of the South Carolina Society of Medical Assistants is to increase recognition of the Certified Medical Assistant as the premier choice in the allied health professions.

SCSMA Mission Statement

The mission of the South Carolina Society of Medical Assistants is to enable medical assist professionals to enhance and demonstrate the knowledge, skills and professionalism required by employers and patients; protect the medical assistants' right to practice; and promote effective, efficient health care delivery through optimal use of multi-skilled Certified Medical Assistants (CMAs).

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