



## Three Year Strategic Plan - 2017

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January 1, 2015 – December 31, 2017  
Updated on November 5, 2016 at the Strategic Planning Session  
*For Board Approval January 21, 2017*

### **Goal 1: Advocate for PAs**

#### **Objective 1A: Ensure optimal practice environment for PAs.**

**Strategy 1A-1:** Monitor and influence state legislation and regulatory activity including Medicaid reform.

**Strategy 1A-2:** Work to pass Preceptorship Tax Deduction Act in North Carolina and ensure inclusion of PAs as preceptors.

**Strategy 1A-3:** Monitor national developments in the shift from calling PAs “supervised providers” to “collaborative providers” and evaluate opportunities to influence state legislation and regulations to mirror national trends.

**Strategy 1A-4:** Be proactive in discussions and initiatives in the evolution of the profession including discussions related to practice autonomy.

**Strategy 1A-5:** Insert PAs into any applicable state laws or rules that only name Physicians.

#### **Objective 1B: Educate the public and other medical professionals about PAs.**

**Strategy 1B-1:** Emphasize and define PAs throughout various marketing outlets.

**Strategy 1B-2:** Recognize and promote the 50<sup>th</sup> Anniversary of the PA profession.

#### **Objective 1C: Promote healthy behaviors among PAs for their own well-being and the health and safety of the public.**

**Strategy 1C-1:** Collaborate with the NC Physician’s Health Program on issues pertaining to Peer Review.

**Strategy 1C-2:** Promote wellness activities.

## **Goal 2: Enhance Educational Opportunities**

### **Objective 2A: Develop new educational offerings.**

**Strategy 2A-1:** Develop online CME program.

**Strategy 2A-2:** Offer educational content in regional locations.

**Strategy 2A-3:** Offer professional development resources.

### **Objective 2B: Incorporate NCCPA CME requirements into educational offerings.**

**Strategy 2B-1:** Assess SA and PI demand after NCCPA changes to determine future offerings.

**Strategy 2B-2:** Monitor and adapt to any new certification requirements.

### **Objective 2C: Incorporate new state continuing education requirements into educational offerings. [Added 2016]**

**Strategy 2C-1:** Monitor legislative and regulatory changes and adapt accordingly.

**Strategy 2C-2:** Incorporate Opioid CME requirement into NCAPA offerings.

## **Goal 3: Sustain Financial Viability**

### **Objective 3A: Maintain and strengthen sources of revenue from conferences.**

**Strategy 3A-1:** Maintain and strengthen Summer Conference.

**Strategy 3A-2:** Strengthen Recertification Conference.

**Strategy 3A-3:** Evaluate needs of Winter Conference in years where no recertification is occurring.

### **Objective 3B: Develop non-conference revenue.**

**Strategy 3B-1:** Increase non-conference CME workshop offerings.

**Strategy 3B-2:** Increase ECC space utilization.

**Strategy 3B-3:** Increase job board revenue.

### **Objective 3C: Maintain a healthy reserve fund.**

**Strategy 3C-1:** Annually assess total amount needed to be maintained in reserve fund.

**Strategy 3C-2:** Periodically evaluate current investment strategies.

## **Goal 4: Optimize Organizational Structure**

### **Objective 4A: Optimize operational capacity of NCAPA to ensure the Academy can meet the objectives of its Strategic Plan.**

**Strategy 4A-1:** Evaluate the current organizational structure and make recommendations for changes as needed.

### **Objective 4B: Create a culture of engagement, communication, and accountability among volunteer leaders and with NCAPA affiliated organizations.**

**Strategy 4B-1:** Strengthen Board development and accountability.

**Strategy 4B-2:** Enhance the relationship between NCAPA and its Endowment.

**Strategy 4B-3:** Enhance the relationship between NCAPA and its Regional Chapters.

**Strategy 4B-4:** Strengthen the relationship between NCAPA and AAPA.

## **Goal 5: Provide Member Value**

### **Objective 5A: Increase Membership.**

**Strategy 5A-1:** Communicate the value of NCAPA membership to PAs in NC.

**Strategy 5A-2:** Evaluate networking socials as sustainable and effective tactic for member recruitment.

**Strategy 5A-3:** Enhance relationships with PA students.

**Strategy 5A-4:** Promote positive image of NCAPA to PAs in North Carolina.

### **Objective 5B: Optimize Member Benefits.**

**Strategy 5B-1:** Evaluate Current Affinity Programs.

**Strategy 5B-2:** Research Potential New Benefits.