

KY Chapter AAP 2016-18 Strategic Plan

GOAL AREA	STRATEGIC PRIORITY	CURRENT INITIATIVES	2016-18 OBJECTIVES	MEASURES	TARGET DATE	RESPONSIBLE PERSON(S)	ACTUAL PROGRESS
CHILD HEALTH	Advance Child Health Ped Ambassadors: Communicate KYAAP Expertise areas w/Key Legislators	<u>Programs:</u> Help Me Grow, HPV, Asthma, Obesity QI Algorithm tool New! Adolescent KACO-like project <u>Advocacy:</u> Legislative—Children’s Advoc. Day Create an expertise KYAAP ‘leave behind’ <u>Continuing Medical Education</u> Annual Meeting	<u>Programs:</u> Continue Child Abuse Prevention (HP2020 grant), CME event <u>Advocacy</u> Children’s Advocacy Day AAP Section Communication <u>Continuing Medical Education</u> Continue Annual Meeting Expand Attendance	Program Eval. content Children’s Day Distribution to Legislators Increase Allied Health participation in CME mtg. Add Sect. news in Newsletter and Emails KACO-like /Adol—Post + Archive		Staff/others	Report to Board on: 2/2017
MEMBERSHIP	Provide Member Value Increase engagement—use survey results Utilize untapped potential	<u>Retention:</u> Post Card Reminder, Website Form <u>Value:</u> Amerinet, MAG Mutual, Free CME	<u>Membership</u> *thank Chairs Continue Recruitment post cards <u>Value</u> Increase Career Day Branding Increase Communication re AAP Section Involvement and Nat’l Committees	Membership #’s New Agenda for Career Day Number of Communications		Staff/others	Report to Board on: 2/2017
FINANCIAL	Ensure Financial Health And Stability of Chapter	<u>Grants:</u> <u>Mbr. Recruitment:</u> Contact Non & Lapsed Mbrs. New: Approach banks for sponsorship	<u>Grants:</u> Apply for HP2020 grant, Reapply for WW support (thank Dept. Chairs) <u>Mbr Recruitment</u> Continue <u>Partnerships:</u> Career Day \$, Exhibitors	Applications submitted Contacts to Banks Contacts to “others”		Staff	Report to Board on: 2/2017
HEALTHCARE SYSTEMS	Improve Systems Op Ed/Pediatrics Call for stories of how life made better.	<u>Quality Improvement:</u> QI <u>Meetings:</u> Attend MCO Med Director mtgs. <u>Improve Access:</u> Sustain Medicaid Advocate Kynect/MCO’s	<u>Quality Improvement:</u> HPV/HMG <u>Meetings</u> Continue Mtgs. with Policymakers <u>Improve Access</u> Via Meetings with Policymakers	Completed # of Meetings # of OpEds		Staff/Officers	Report to Board on: 2/2017
COMMUNICATION	Improve Communications For each task force—link to our current programs/ link to AAP Resources	New Website-form committee <u>Enhance Communications:</u> Email, Epublication, Newsletter, Blast Fax, Website-Redesign <u>Data Collection:</u> Research Annual mtg. Chapter update storyboard a QI chapter project Mbrship Trends, Communication Tool Stats	<u>Involve Mbrs: Advocacy</u> <u>Enhance Communications</u> <u>Internal:</u> Periodic Mbr FB Posts, Twitter, LinkedIn, Pinterest External: Increase collaboration with health associations (see “Systems”)	Website Committee Formed Outline New Website Proposal Design Chapter Update integrating QI		Staff/Officers/ Committees Staff	Report to Board on: 2/2017 Complete
INTERNAL PROCESSES	Advance Internal Processes	<u>Operational Effectiveness:</u> Utilize technology, Free Conf. Call, Drop Box, Survey Monkey	<u>Operational Effectiveness:</u> Continue to utilize technology, Free Conf. Call, Drop Box, Surveys, FB,	Utilize for all programs/ administration/Mbr services		Staff	