



EMRA Strategic Plan 2026-2029

EMRA's Mission & Vision Statement

Mission: The Emergency Medicine Residents' Association (EMRA) is the voice of emergency medicine physicians-in-training and the future of our specialty.

Vision: Emergency medicine physicians-in-training are the best doctors and leaders they can be, and emergency medicine is the best specialty.

A 3-YEAR ARCH

This Strategic Plan sets a timeline of three years to achieve and improve EMRA's function and operations. Not all strategies and metrics will happen in Year 1; yet the EMRA board should see consistent improvements and achievements.

Staff will need to operationalize this strategic plan, creating the tactics and steps to meet our strategic goals. Together, the board and staff will ensure that all our decisions and work tie back to these strategies.

STRONGER EMPHASIS ON METRICS

- Clear KPIs for education, leadership, and advocacy
- Annual reviews, progress tracking, and adaptive strategy to operationalize for EMRA staff and board
- Create accountability and transparency in execution
- Include metrics and evaluation cycle

Education: Best Doctor You Can Be

Strategic Theme: *EMRA's clinical content meets our members' needs in print, digital, and audio formats*

INVEST IN IMPROVEMENTS FOR MOBILEM

- Rebuild wireframes to meet changing OS requirements
- Finish build-out of desktop version with multi-user licensing
- Investigate need/potential for fenced AI within MobilEM (“trusted truth”)
- In Year 2, budget for app marketing efforts and reputation management

ENSURE EMRA'S EDUCATIONAL RESOURCES FIT OUR MEMBERS' NEEDS IN AN EVOLVING LANDSCAPE

- Regularly review EMRA's clinical portfolio to ensure relevance and excellence
 - Conduct member focus groups
 - Maintain market awareness of non-EMRA resources and trends
- Remain open to requests for new content
- Use membership and market data to guide distribution (print, digital, app, video)

IMPROVE ACCESSIBILITY AND ENGAGEMENT OF EDUCATIONAL OFFERINGS

- Streamline and improve delivery of member kits
- Redesign and update website to better surface EMRA's resources
- Support committee programming year-round
- Foster membership benefits with educational partners in the space
- Raise awareness of EMRA resources via targeted campaigns
- Re-engage EMRA's YouTube channel
- Revisit TikTok and explore other social media trends as appropriate

METRICS

- Continuation of clinical guides as membership benefit
- Increased attendance at virtual and in-person meetings
- Increased web traffic for EMRA benefits from outside providers
- Track data through Amazon, Kindle, Shopify, Square, Apple, Google, EMRA membership database

Leadership: Best Leader You Can Be

Strategic Theme: *Members lead and get involved through clear access to opportunities*

CONTINUE PROVIDING LEADERSHIP OPPORTUNITIES THAT ENGAGE OUR MEMBERS

- Expand leadership pathways at every level (micro, committee, national)
- Cultivate community with intentional DEI practices
- Recognize and celebrate our members' achievements
- Facilitate connections with leadership roles in other organizations
- Meet members where they are and find a way to include them
 - Connect, redirect, and engage members who are not selected for a particular opportunity

SCALE EMRA'S LEADERSHIP ACADEMY (BASIC AND ADVANCED)

- Create a Leadership Academy track that embraces basic skills
- Create a Leadership Academy track that embraces advanced skills

EMRA-FIED RESIDENCY PROGRAMS ARE ENGAGED IN EMRA LEADERSHIP VIA EMRA PROGRAM REPRESENTATIVES, ENSURING OUR REPRESENTATIVE COUNCIL IS ACTIVE AND ENGAGED

- EMRA program representatives are informed and knowledgeable about EMRA's governing body, current initiatives, and offerings/opportunities
 - Program representatives act as ambassadors of EMRA to their programs

EMRA-FIED EMIGS

- EMIGs are an engaged and the pipeline for EMRA

METRICS

- Track leader applications and engagement
 - Increased participation in EMRA initiatives (committees, academies, fellowships, webinars, meetings)
 - Successful launch of Basic and Advanced Leadership Academy in Year 2 of Strategic Plan
- Increased submissions for *EM Resident* articles
- EMRA-fied EMIGs launch

Advocacy: Best Specialty

Strategic theme: *EMRA members are engaged in advocacy that serves the specialty*

REINVIGORATE THE EMRA REPRESENTATIVE COUNCIL

- Train program representatives and alternate program representatives as EMRA Ambassadors to their respective programs
- Innovate new ways to communicate and educate these representatives through regular communication and education options

EMPHASIZE ADVOCACY OPPORTUNITIES WITHIN THE SPECIALTY

- Work with ACEP's Washington, DC, office to encourage our members to participate in the 911 Legislative Network
- Ensure that Internships and Travel Scholarships for ACEP Legislative Training are promoted and highlighted in EMRA publications
- Improve communication and participation in state-level Leadership & Advocacy opportunities through ACEP Chapters
- Support the ACEP Leadership & Advocacy Conference and continue to provide the Health Policy Primer in conjunction with the ACEP Young Physician Section

METRICS

- Newsletter opens & clicks
- More engaged RepCo with attendance at both Spring and Fall meetings
- State level information is updated
- Increased applications and participation
- Advocacy week social engagements
- Resident attendance at LAC increases