



# Strategic Plan 2016-2019

## **PRIORITY AREA ONE: Membership Engagement** *Make membership matter*

### **Objective A: Create awareness of EMRA**

- Strategy 1: Engage students, residents, fellows, and alumni members
- Strategy 2: Increase awareness of EMRA benefits and opportunities to members
- Strategy 3: Offer affinity programs & benefits that enhance the value of membership
- Strategy 4: Increase awareness of EMRA to stakeholders

### **Objective B: Foster an EMRA community**

- Strategy 1: Develop a virtual community to support members where they are
- Strategy 2: Create unique in-person experiences
- Strategy 3: Engage residents early in training

### **Objective C: Cultivate lifelong leaders in emergency medicine**

- Strategy 1: Demonstrate the value of being an EMRA leader
- Strategy 2: Provide mentorship opportunities for EMRA members
- Strategy 4: Increase leadership training and opportunities for EMRA members
- Strategy 5: Promote continued involvement in organized medicine

### **Objective D: Produce effective quality educational resources and publications**

- Strategy 1: Publish a world-class magazine (*EM Resident*)
- Strategy 2: Develop novel, useful on-shift and other niche publications and resources
- Strategy 3: Create and maintain a relevant and inspiring website

**PRIORITY AREA TWO: Advocate for EM Physicians in Training**  
*Promote the interests of emergency medicine physicians in training*

**Objective A: Represent the voice of emergency medicine physicians in training to entities that impact our training and practice environment.**

Strategy 1: Prepare program representatives and hold them accountable

Strategy 2: Prioritize an agenda for issues that are pertinent to our members.

Strategy 3: Collaborate with existing entities and develop new relationships to promote a joint agenda.

**Objective B: Develop an informed and energized membership involved in shaping issues that affect their current and future practice.**

Strategy 1: Create innovative and effective ways to educate our members on pertinent issues and agendas

Strategy 2: Increase support of legislative and regulatory activities pertinent to our membership

**PRIORITY AREA THREE: Organizational Sustainability**  
*Thrive as an organization*

**Objective A: Develop diverse future leaders**

Strategy 1: Communicate the value of EMRA leadership.

**Objective B: Advance our culture of innovation**

Strategy 1: Lead through technology

**Objective C: Remain fiscally responsible & secure**

Strategy 1: Practice sound financial stewardship

Strategy 2: Increase & diversify non-dues revenue

Strategy 3: Increase revenue from existing affinity partners

Strategy 4: Ensure institutional memory

**Objective D: Hire & retain top talent**

Strategy 1: Operate within organizational capacity

Strategy 2: Foster positive work-life balance