Florida Society of Medical Assistants, Inc.

To: Judy Seymour, CMA (AAMA)
FSMA President

FROM: Theresa Errante-Parrino, CMA (AAMA)
Strategic Plan Chairperson

RE: Annual Report

The strategic plan that was established in 2009 included the following goals:

- INCREASE ACTIVE MEMBERSHIP
- INCREASE STUDENT MEMBERSHIP
- RECOGNITION OF CMA CREDENTIAL IN STATE

Since our last meeting some topics that were discussed included:

- Areas of the plan that did not meet the strategic plan goals
- Areas in which that did meet the strategic plan goals
- Areas in which we may need to increase/revise our goals

GOAL: INCREASE ACTIVE MEMBERSHIP

We have **met** this goal. The approach we took to help accomplish this was to offer seminars and meetings around the state. This has proved to attract new members and established new chapters. (2010- 947 to 2011-1,298)

Committees impacted: Membership, Marketing, and Communications.

Possible follow-up strategies: increase social networking, keep updated on accredited schools, help students transition from “student” to “active”.

In progress: Communications and Marketing are working together to up date electronic communications both on the state website and on Facebook. Changes have been occurring and modifications will be made as needed to these areas.

Actions taken: first time attendee discount on registration for state meetings. Currently working with recent medical assisting graduates to help them be involved and engage them to be bigger part of the organization.

GOAL: INCREASE STUDENT MEMBERSHIP

We have **met** this goal. Our strategy should include increasing student membership. We have funds set aside for students that wish to have a FSMA representative meet with the students. No schools have recently requested a visit.

Committees impacted: Educators; Marketing, Membership, Communications

Possible Follow-up strategies: to look at more closely: to use the PowerPoint that was developed on the National level to assist on school visits, keep updated on accredited schools. Promote the differences on how the CMA stands apart. Announce on E-news and Facebook the importance of being involved.

In progress: refreshing and updating the Facebook page and will be having “discussion topics” to help stimulate conversation.

Actions taken: Student discount at on registration for state meetings.

GOAL: RECOGNITION OF CMA CREDENTIAL IN STATE

We have **met** this goal. Several employers have contacted FSMA looking to hire the “CMA”. **Committees impacted:** Marketing, Communications, Membership, and Certification. **Possible Follow-up strategies:** participate in other healthcare related professional seminars as a vendor, advertise in additional healthcare facilities, get press releases published.
In Progress: Facebook posts and E-News will spotlight the CMA with commentaries from chapters, employers, employees, and students.
Actions taken: E-News was created and sent out promoting the CMA credential and the Society. Facilities around state meeting locations have been invited to attend our seminars as well.

While we have met these current goals, improvement is still needed. Through our “in progress and actions taken” our goals seem to be in aligning with the strategic plan and we look forward to the outcome of our efforts.

All documentation has been maintained and kept on file. All correspondences received and were answered in a timely manner. For those correspondences that were informational in nature, replies were sent out with advanced notice. There was open communication between the all parties involved.

This committee will continue to communicate with the various other committees that may be influence by the strategic plan.

Committee Members: Theresa Errante-Parrino, CMA (AAMA)-Chairperson; Carol Francis, CMA (AAMA); Kathryn Panagiotacos, CMA (AAMA); Judy Seymour, CMA (AAMA);
Jeanne VonOhlsen, CMA (AAMA)