



NYSOA Strategic Plan

Area of Focus: Public Health & Advocacy

Statement of Desired Goal Achievement: The public and policymakers recognize the vital role of optometrists in addressing and maintaining visual health and wellness to increase equitable access to care.

Indicators of Success

The public utilizes optometrists as a partner of their overall healthcare team.

Policymakers turn to our organization for expert opinions with regard to new technology and healthcare advancements in our field.

Increased positive media presence of optometry.

Eliminate barriers to achieving excellence in public health.

Strategies

Champions

Develop a robust communication program to increase public & other health care provider's knowledge of optometry's role in healthcare.

BCO

Promote ethical practice for public health while embracing technology and advancements in care.

New Tech/HEIE

Design and implement a policy agenda to guide the organization's advocacy efforts and public health policymaker relationship building for key issues.

Legislative/KP

Tactics

Champions

Utilize dashboard to create and track communication in our community outreach to regulators in public health at all levels.

Staff

Develop toolkits for effective communication in advocacy efforts and make it accessible to our local officials.

BCO/Society Presidents

Area of Focus: Membership & Community

Statement of Desired Goal Achievement: To promote an environment that provides opportunities, resources, and community for all current and future members.

Indicators of Success
Increasing membership and engagement.
Diversity and inclusivity in all forms throughout the organization.
Clear and achievable path to leadership and volunteerism within the organization.

Strategies	Champions
Continually strengthen and promote the value proposition to meet member needs.	
Promote equitable engagement of our members through consistent development of mentorship, education, and leadership.	Membership/ HEIE/YA
Improve timeliness and efficiency of communication.	BCO

Tactics	Champions
Create interest groups within the organization.	Membership/Org Input
Create an exit interview and follow up process for inactive members.	Membership/Staff
Survey the optometric community in New York State routinely to monitor the changing demographics.	HEIE/Governance
Build roster for future volunteers.	Staff/Leadership
Develop networks with optometry schools.	Student/Faculty Relations
Identify and utilize the individual strengths and passions of current and future members to elevate the organization.	ED/Officers/ Education/KP
Highlight the resources and benefits available to current and future members from our affiliated organizations.	Membership/BCO/Staff/ Society Presidents
Provide objective recommendations of emerging technology and clinical tools.	New Tech

Area of Focus: Collaboration and Coalitions

Statement of Desired Goal Achievement: Develop and maintain synergistic relationships that strengthen alliances with stakeholders, industry, educational institutions and health professions with the shared goal of improving patient outcomes.

Indicators of Success
The larger healthcare community is reliant on optometry’s vital role in the healthcare system.
Educational institutions regard our organization as a partner in developing the future generations of optometrists.
Industry utilizes NYSOA as a direct channel to promote mutual goals that align with positive patient outcomes.

Strategies	Champions
Promote optometry’s role in the healthcare landscape.	BCO
Evaluate the business partner program to ensure relationships are aligned with NYSOA’s vision and mission.	ED/Officers
Collaborate with optometric institutions to emphasize the vital role of organized optometry.	Student/Faculty Relations
Promote the profession of optometry in relevant educational settings.	BCO
Explore mutual educational and advocacy opportunities with health professions.	ED/Officers/Legislative/ Education

Tactics	Champions
Build a priority list of health professions to find areas of collaboration.	ED/Officers
Create a policy/checklist for Business Partner Program	ED/Officers
Build a list of optometric student groups and events, as well as faculty liaisons at optometric institutions.	Student/Faculty Relations
Create a task force to explore an awareness campaign.	New Task Force
Develop materials to promote optometry in educational settings.	Membership/Education