The 2018 - 2021 Strategic Plan was developed by board and volunteer leaders.
SIX SYSTEMS APPROACH FOR OPERATIONS
The AMA Alliance divides volunteer and management operations into six interfacing systems: Governance, Finance, Membership, Communications, Programs and Events.

SYSTEMS GOALS

1. GOVERNANCE
   Goal 1: Review and revise the process and structure for governance.
   Goal 2: Strengthen our partnership with the AMA.
   Goal 3: Create an effective system of board development which will identify, engage, mentor, and educate future leadership.

2. FINANCE
   Goal 1: Allow flexible spending within the confines of the annual budget.
   Goal 2: Develop a grant writing process within the Finance Council to align with national initiatives and programs.
   Goal 3: Work towards sustained financial stability through non-dues revenue development.

3. MEMBERSHIP
   Goal 1: Increase the number of affiliated states.
   Goal 2: Add categories for long-term growth.
   Goal 3: Work with Regional Representatives and State Ambassadors to find motivated volunteers.

4. COMMUNICATIONS
   Goal 1: Build and refine a fresh consistent look to promote brand awareness across all platforms.
   Goal 2: Develop timely and effective strategies to communicate with members.
   Goal 3: Develop a strategy to optimize external communications to attract new members.

5. PROGRAMS
   Goal 1: Develop and implement a strong advocacy plan for key legislative issues.
   Goal 2: Provide resources and partnerships to support national initiatives.
   Goal 3: Develop and promote resources and connections to support state and county affiliates.

6. EVENTS
   Goal 1: Secure additional funding for the Annual Meeting.
   Goal 2: Identify a cost-effective Annual Meeting venue for 2020 and beyond.
   Goal 3: Develop and implement a plan to help guide Regional Meeting chairs in host states.

THE PLAN OF WORK
Each year in the three-year strategic plan the board will be charged with creating a Plan of Work that covers each of the six systems. At each of their monthly meetings, the board will review the Plan of Work and track progress.