

OSPA Annual Strategic Planning

By Kate Grace and Barbara Martin

On June 18, 2011, OSPA members, staff and a representative from AAPA spent the day at Providence Medical Center in Portland discussing the direction and needs of OSPA in the coming year and beyond. The group began by reviewing the goals from the 2010 planning meeting and toasting the completion of 2010 Goal No. 2, which sought to create a regulatory environment that supports the scope determined by the physician/PA team by February 2011 in accordance with a physician-delegated scope of practice for PAs in Oregon – as accomplished by the passage of Senate Bill 224 during the 2011 Legislative Session.

After a quick celebration, the group moved on to the evaluation of 2010 Goal No. 1, which aimed to have an OSPA Membership that represented the majority of practicing PAs in Oregon by July 1, 2012 – a goal not yet accomplished. It was clear that creating a plan for how to meet a slightly tweaked version of 2010 Goal No. 1 was to be the day's focus and the 2011 Strategic Planning Goal.

Today, Oregon has approximately 885 licensed Physician Assistants but only about 360 are OSPA members, and the demographics indicate that the membership is aging and OSPA isn't capturing the up-and-coming PAs just out of school. So, with the demographics in mind, the group modified the 2010 goal to seek to capture 50% of graduating PA students and maintain them as full OSPA members by December 2013.

Several action items were discussed and given the Board of Director's stamp of approval at the July 12 Board of Directors meeting. In a nutshell, the board determined, OSPA needs to grow its membership from the ground up, keeping in mind that students are the future. For more information on the action items and to find out how you can get involved, contact [OSPA](#).

Focused on growing OSPA membership, the strategic planners moved on to discuss the benefits OSPA offers to its members and what OSPA could do better to give its members a competitive advantage over non-members. Goal No. 2 was to develop an OSPA professional portfolio of resources available only to OSPA members. Again, action items were developed, and with the approval of the Board, work will begin immediately creating this member's only portfolio.

The day was a success, but the work is just beginning and OSPA needs your help to achieve the goals it has set. Get involved: OSPA welcomes your participation, feedback and comments to better our efforts and further our activities and service to our members and the PA profession throughout Oregon.