

SUBJECT: AOA STRATEGIC PLAN PRIORITY AREAS

SUBMITTED BY: AOA Strategic Planning Committee

REFERRED TO: AOA Board of Trustees

1 WHEREAS, identification of strategic priorities provides the American Osteopathic
2 Association (AOA) Board of Trustees and AOA staff guidance for efficient use of
3 resources; focus to leverage opportunities; inspiration for innovation; and structure
4 upon which to build detailed strategic plans; and

5 WHEREAS, the AOA has agreed to establish strategic priorities, or focus areas, to guide annual
6 work plan and budgets; and

7 WHEREAS, the AOA established five (5) priority areas for Phase I of its 2014-2016 strategic
8 plan, and now must identify priorities for Phase II (2016 -2018); now, therefore, be it

9 RESOLVED, that the AOA Board of Trustees affirm the 5 Strategic Priorities for Phase II
10 Strategic Plan Development focus will be:

11 #1: **Member Model, Value and Relevance** to strengthen and build the AOA to lead
12 growth in the number of members;

13 #2: **Enhance Board Certification Services and Marketability** to make AOA board
14 certification more attractive and competitive;

15 #3: Support enhancement of AOA **Affiliate Alignment** with its state and specialty
16 affiliates to advance the osteopathic profession;

17 #4: Leverage the opportunity to enhance visibility and **International Impact** of
18 osteopathic medicine;

19 #5: Assess and design **Governance Alignment** that bests supports AOA’s mission,
20 vision, strategy, and business model in a sustainable way.

Explanatory Statement:

ACTION TAKEN APPROVED

DATE February 25, 2016