

**CALIFORNIA OPTOMETRIC ASSOCIATION
2018-20 STRATEGIC PLAN**

2018-20 COA Strategic Plan

Goal 1: Better attract and represent doctors of optometry in California

Goal 2: Strengthen advocacy program

Strategic Plan Indicators and Performance Measures

Below are indicators and performance measures the two goals in the COA Strategic Plan. None of these is stagnant and can/will change as COA and the profession evolve.

Each goal has indicators. Indicators are statements of measures by which COA determines if the goal is being met.

Each indicator has performance measures (PM). The performance measures chart the select data by which to ascertain progress – or lack thereof – in meeting the “goal” stated in the indicator.

Taken together, the indicators and performance measures will serve to chart COA’s success in reaching the strategic plan goals based on evidence.

Goal1 : Better attract and represent doctors of optometry in California

Indicator: Sustained financial stability

- PM: Number of members age 26-49
- PM: Number of members representing underserved demographics
- PM: Number of new grads retained in membership
- PM: Net revenue earned from COA event attendees
- PM: Net revenue earned from COA event sponsorships, exhibitors and advertising
- PM: Net revenue earned from other sources

Indicator: Doctor of optometry engagement

- PM: Number of COA event attendees
- PM: Demographics (age, geographical) of COA event attendees
- PM: COA event satisfaction by attendees
- PM: Number of advocacy e-mails sent
- PM: Number of users of COA programs
- PM: Social media engagement statistics

Goal 2: Strengthen advocacy program

Indicator: Presence in Legislature

- PM: Number of COA staff personal relationships with lawmakers
- PM: Number of online/newspaper articles placed
- PM: Number of support/oppose letters sent
- PM: Number of fundraisers attended
- PM: Number of fundraisers hosted
- PM: Number of lobbying meetings with lawmakers
- PM: Number of legislative health fairs in which COA participated

Indicator: Key Person program strength

- PM: Number of doctor-lawmaker personal relationships
- PM: Number of people attending COA's Legislative Day
- PM: Number of e-mails sent through COA's grassroots advocacy software
- PM: Number of district office meetings
- PM: Number of doctors/students attending legislator holiday parties
- PM: Legislative day attendee event satisfaction
- PM: Number of doctor/students who feel well prepared to talk with decision makers about COA issues

Indicator: Presence in health care arena

- PM: Number of agency meetings attended
- PM: Number of meetings with third party payers
- PM: Number of online/newspaper articles placed
- PM: Number of COA staff personal relationships with regulators/third party payers
- PM: Number of letters sent to agencies/third party payers about optometry issues
- PM: Number of external advocates for optometry (i.e., CPCA, CDA, FQHC leaders, etc.)