

STATE OPHTHALMOLOGY SOCIETY

ORGANIZATIONAL GOALS

Governance

- The society convenes the governing body at least three times per year, including at least one face-to-face meeting of the governing body
- The society develops a strategic plan covering all major areas of the society's activities.
- The society's governing body regularly reviews implementation of its strategic plan, adjusting for changes in the society's circumstances, priorities and environment (political, fiscal, and other).
- The society holds at least one general membership (i.e., business) meeting per year to elect leadership and to give the general membership an opportunity to meet with the society's leadership.

Volunteer Leadership

- The society maintains an active standing committees and/or task forces charged with addressing particular topics of interest to the membership. These committees regularly report to the governing body and the membership on the progress of their efforts on behalf of the society and ophthalmology.
- Society member(s) holds a position on a state medical society committee or board of trustees, and regularly reports to the governing body and the membership on issues of interest to ophthalmology.

Staff

- The society retains a professional employee in the position of executive director (either full-time or part-time, or an association management firm).
- The society offers training/education opportunities to the executive director to enhance his/her understanding of issues surrounding ophthalmology.
- The society's governing body prepares a formal annual evaluation/performance review of the society's executive director.

Communicating with Members

- The society regularly communicates with members via: newsletter, president's letter, e-mail, fax alerts, Internet, etc.
- The society provides regular updates to members on committee and/or task force efforts on their behalf.

Education

- The society sponsors one or more socioeconomic meetings, conferences or workshops and/or scientific meetings for members each year.
- The society provides training opportunities for ophthalmic technicians, office managers, and other staff.

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Public Information/Public Service

- The society sponsors a project initiated by the society and implemented in the state to benefit the public
- The society establishes itself statewide to local media as an important source of accurate and timely information on eye care.

Membership Development

- The society continually strives to increase its level of dues-paying membership.
- If the society has residency training programs in-state, the society offers membership to ophthalmologists-in-training and encourages participation in state society programs and activities.
- The society conducts surveys, focus groups, etc. among the membership to determine where their interests lie, and to determine how effective the society is at meeting the needs of its members
- The society offers programs for ophthalmologists new to practice, ophthalmologists-in-training, senior ophthalmologists, or other constituent groups of its membership.
- Society should undertake to provide tangible services to members to provide additional value to membership (e.g., discounts on express mail shipments, long-distance telephone service, discounts on insurance, etc.)

Governmental Affairs

- The society actively lobbies legislation or regulatory issues. This may include legislation or regulatory issues introduced or endorsed by the society, or opposition to adverse legislation and/or regulatory issues.
- The society develops and implements a State Legislator Advocacy Plan, including a key contact program wherein an ophthalmologist contact representing the society is provided for each legislator.
- The society retains a lobbyist by contract or as a salaried employee or the state society executive director or officer registers as a lobbyist.
- The society solicits contributions for the state ophthalmology society PAC *or* encourages contributions directly to legislative candidates.
- At all times the society maintains sufficient resources to address any legislative issues affecting ophthalmology that may arise.

*American Academy of Ophthalmology
Secretariat for State Affairs*