



## ASCLS-Minnesota Strategic Plan 2009-2010

### ASCLS-Minnesota Vision Statement

The American Society for Clinical Laboratory Science-Minnesota (ASCLS-MN), the state’s constituent society of the American Society for Clinical Laboratory Science (ASCLS), as the premiere organization for clinical laboratory science practitioners, provides leadership and promotes all aspects of clinical laboratory science, practice, education, and management at the state level. In keeping with the National Society’s goals and philosophy, ASCLS-M strives to ensure excellent, accessible, cost-effective laboratory services for the consumers of health care.

### ASCLS-Minnesota Mission Statement

The mission of the American Society for Clinical Laboratory Science - Minnesota (ASCLS-MN) is to promote the profession of clinical laboratory science in Minnesota and provide beneficial services to those who practice it. The society is committed to:

- Promoting high standards in clinical laboratory practice, education, and research.
- Elevating the professional status of those practicing clinical laboratory science through advocacy.
- Promoting mutual understanding, cooperation and networking between clinical laboratory science professionals and professional organizations, physicians, patients, and all others who are employed in the interest of individual and public health.
- Providing and supporting continuing education opportunities for practitioners at all levels.

<b>MEMBERSHIP</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<p><b>Increase the number of members in ASCLS-Minnesota by at least 5% annually</b></p> <ul style="list-style-type: none"> <li>▪ Improved retention of current members.</li> <li>▪ Increase student membership (CLT and CLS)</li> <li>▪ Re-engage lapsed, former and retired members</li> <li>▪ Transfer student members to First Year Professional (FYP)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Present membership information at area meetings and other appropriate opportunities.</li> <li>➤ Develop strategies and tactics to transition students to FYP members               <ul style="list-style-type: none"> <li>- Work with education program directors to encourage student membership</li> <li>- identify methods to update student contact information as they graduate</li> <li>- send graduation cards to all students.</li> </ul> </li> <li>➤ Develop strategies to re-engage lapsed or former, retired and inactive members.</li> <li>➤ Develop strategies to increase number of student members</li> </ul>	<ul style="list-style-type: none"> <li>➤ Membership Committee with the assistance of all ASCLS-MN members.</li> <li>➤ Membership Committee</li> <li>➤ Membership Committee</li> <li>➤ Student Forum chair</li> </ul>

<b>LEADERSHIP</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<b>Develop the leadership skills of ASCLS Members</b>	<ul style="list-style-type: none"> <li>➤ Promote the ASCLS national initiative for Leadership Academy by nominating and supporting candidates from Minnesota.</li> <li>➤ Develop a Mentorship Program for future ASCLS-MN Leaders.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Leadership Development Committee and Budget/Finance committee</li> <li>➤ Leadership Development Committee</li> </ul>
<b>STRENGTHEN REVENUE BASE</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<b>Develop non-dues revenue sources.</b>	<ul style="list-style-type: none"> <li>➤ Identify new sources of funds for scholarships.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Education and Scholarship Committee.</li> </ul>
<b>COMMUNICATIONS</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsibilities</b>
<b>Provide effective communication to all members</b>	<ul style="list-style-type: none"> <li>➤ Develop a process to maintain an up-to-date e-mail address list and use electronic communication to communicate to members.</li> <li>➤ Develop a mechanism to identify members needing paper communications.</li> <li>➤ Continue to Improve Website: <ul style="list-style-type: none"> <li>○ Enhance Student section on website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Communications Committee</li> <li>➤ Communications Committees</li> <li>➤ Student Forum Chair and Communications Committee</li> </ul>

<b>PROMOTION OF THE PROFESSION</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<p><b>Increase the visibility of the profession</b></p> <p><b>ASCLS MN will be leading forces in developing strategies to address the personnel shortage.</b></p>	<ul style="list-style-type: none"> <li>➤ Develop a state Promotion of the profession Committee</li> <li>➤ Participate in community activities by providing members for: <ul style="list-style-type: none"> <li>▪ Health fairs</li> <li>▪ Personnel recruitment activities</li> <li>▪ Clinical Laboratory tours</li> <li>▪ NMLPW activities</li> <li>▪ Speaking at area schools</li> <li>▪ Participate in science fair competitions</li> <li>▪ Girl Scouts and Boy Scouts</li> <li>▪ Church</li> <li>▪ HOSA</li> </ul> </li> <li>➤ Identify a process to identify charitable donations by laboratory professionals.</li> <li>➤ Actively participate in state efforts to address the personnel shortage. <ul style="list-style-type: none"> <li>▪ Assign liaison to Health Education and Industry Partnership (HEIP).</li> <li>▪ Participate in HEIP advocacy efforts at the Minnesota capitol each spring</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Leadership Team</li> <li>➤ Promotion of Profession Committee</li> <li>➤ Promotion of Profession Committee</li> <li>➤ Education Committee or ASLCS MN member</li> </ul>
<b>CLINICAL LABORATORY SCIENCE ADVOCACY</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<p><b>ASCLS-Minnesota will promote advocacy for the profession.</b></p>	<ul style="list-style-type: none"> <li>➤ Invite elected officials to tour area clinical laboratories. (ie: NMPLW)</li> <li>➤ Support Minnesota Legislative effort in 2009.</li> <li>➤ Plan State Legislative Symposium during 2009 Legislative Session.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Government Affairs Committee will put packet together to assist members in inviting their legislators.</li> <li>➤ Minnesota Laboratory Licensure co-Chairs and ASCLS-MN licensure coalition members</li> <li>➤ Government Affairs Committee Chair</li> </ul>

<b>PROMOTE EDUCATION</b>		
<b>Strategic Issues</b>	<b>Actions</b>	<b>Responsible Party</b>
<b>Provide and promote educational opportunities for all clinical laboratory science professionals and students.</b>	<ul style="list-style-type: none"> <li>➤ Develop speaker and topic list</li> <li>➤ Each area will plan a minimum of 2 continuing educational events per year.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Scientific Assembly Committee</li> <li>➤ Area Directors</li> </ul>

Respectively submitted by: Mary Jane Eaves September 2000.

Revised by Rick Panning: September 22, 2001. Leadership review on September 29, 2001

Revised by Dan Olson: October 25, 2002. Leadership review on October 26, 2002

Revised by the ASCLS-MN Strategic planning team (led by Rick Panning and Cindy Johnson): August 17, 2004. Leadership review/approval on 9/25/04.

Revised by Carol Johannes: September 30, 2005.

Revised by Paula Snippes: February 28, 2007

Revised by JoAnn Nickles January 2009. Task Force Review January 2009. Leadership Team review February 7, 2009.