

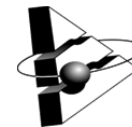


## 2015-2018 Strategic Plan

Developed by the LPA Board of Directors on February 14<sup>th</sup>, 2015

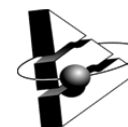
Approved by the LPA Board of Directors on March 23, 2015

Facilitated by  
Bruce R. Matza, Principal  
INNOVATIONS in MANAGEMENT



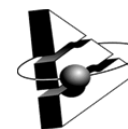
## **STRATEGY #1 – SERVING THE MEMBERSHIP**

Action Plan	Further Description	Responsibility
1. Create a more cohesive Membership by promoting and financing national: <ul style="list-style-type: none"> <li>▪ Parent Coordinators</li> <li>▪ OWLS</li> <li>▪ Teen Coordinators</li> </ul>	These groups work for the common good by touching the lives of our Members and their Families.	Mark Povinelli (Membership Director) Regional Reps and Staff
2. Update job descriptions in Policy Manual for Board of Directors, Committee Chairs and all officer positions (and distribute to all Leadership).		Mark Povinelli (Membership Director) Regional Reps and Staff
3. Engage new Membership Parents, Teens and Seniors.	Consider crossover matching of LP and AH Parents. Work to make sure new members do not feel unwelcome or fall through the cracks.	Mark Povinelli (Membership Director) and expanded Membership Committee
4. Follow up with personal calls from Members at the local level.	Personal contact is the essence of building relationships with our Members	Regional Representatives
5. Other initiatives for Membership Committee consideration include: <ul style="list-style-type: none"> <li>▪ Membership Retention</li> <li>▪ Diversity</li> <li>▪ Review of Membership Categories</li> <li>▪ Promote benefits and incentives for becoming and staying a Member of LPA</li> </ul>		Membership Director, and expanded Membership Committee



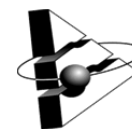
## **STRATEGY #II – CRITICAL AGENCY ALIGNMENT**

Action Plan	Further Description	Responsibility
1. Identify and document issues of financial integrity. Recommend next steps in Policy Manual. Address financial integrity at all three levels of the organization.	Include review of the following: <ul style="list-style-type: none"> <li>▪ Centralized banking &amp; reporting</li> <li>▪ Account viewing capability</li> </ul>	Danh Trang, (Finance Director) Jon North (Programs Director) Regional Representatives. April Brazier (Senior Vice President)
2. To begin a process of Succession Planning, require each At-Large Regional Representative to identify people to develop as future Regional and National leaders.		Angie Giuffre (Western Regional Rep) Becky Roach (Central Regional Rep) Joe Zrinski (Eastern Regional Rep)
3. Solicit Best Practices from Chapter and District levels to be distributed for Regional distribution and conference presentations, and online via the website or LPA Officer FB pages.	Sharing best practices will strengthen the entire organization and provide a mechanism for recognition. It will be critical to achieve buy-in at the Chapter and District levels.	Angie Giuffre (Western Regional Rep) Becky Roach (Central Regional Rep) Joe Zrinski (Eastern Regional Rep)
4. Create a clear Succession Plan for the Executive Director and Office Staff positions.		Gary Arnold (President)



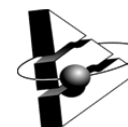
## **STRATEGY #III – FINANCIAL RESOURCES**

Action Plan	Further Description	Responsibility
1. Create a Fundraising Toolkit on the LPA website. Strive for balance in Chapter, District and National fundraising efforts.	We need to provide fundraising ideas and skills at all levels of the organization.	Eileen Norman (Development Director) Joanna Campbell (Executive Director)
2. Conduct a comprehensive review of the Policy Manual to validate, update or eliminate policies to improve enforcement.	Establish a plan and implement a comprehensive assessment of the Policy Manual.	Danh Trang, (Finance Director) April Brazier (Senior Vice President) Jon North (Programs Director) Joanna Campbell (Executive Director)
3. Create a Value of Membership Committee that will be dedicated to identifying and promoting the value of being a Member of LPA.	Focus on the following: <ul style="list-style-type: none"> <li>▪ Differentiating Members &amp; Non-Members</li> <li>▪ Providing special Member access to areas of website</li> <li>▪ Create meaningful discounts for adaptive equipment resources</li> <li>▪ Strive to promote the Value of Membership rather than cost.</li> </ul>	Gary Arnold (President) to appoint “Value of Membership Committee” Committee to include: Mike Petruzzelli (District 2 Director) Mark Povinelli (Membership Director) Eileen Norman (Development Director)
4. Address the ByLaw that requires Regions to contribute 10% of all fund raising to National.	Policies and by-laws need to be enforced and followed consistently or eliminated.	Gary Arnold (President) to take appropriate Board action.



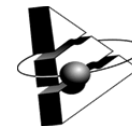
## **STRATEGY #IV – IMPROVED COMMUNICATION OPPORTUNITIES**

Action Plan	Further Description	Responsibility
1. To better instill pride in LPA, we will promote the rich history of the organization and our founder, Billy Barty. We will develop a series of articles in the newsletter, create a place on the website and add historical information in New Member packets.	It is the responsibility of each generation to assure the next generation enjoys an understanding of their history.	Leah Smith (PR Director) and Office Administration
2. We will produce a video that tells the story of our organization. We will consider financing the video with a sponsorship from one or more key vendors.	The video should have value for both internal and external showings.	Mark Povinelli (Membership Director) Leah Smith (PR Director)
3. We need to develop an LPA strategy on the use of Social Media.		Leah Smith (PR Director)
4. Incorporate the LPA logo on all official sites.		Staff



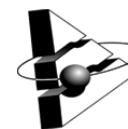
## **STRATEGY #V – PROGRAM DEVELOPMENT**

Action Plan	Further Description	Responsibility
<p>1. Develop a comprehensive Educational Packet on Adoption. Promote the packet to prospective parents and financial sponsors.</p> <p>Implement an outreach strategy on Adoption that expands and improves our ability to be the primary resource for new and prospective parents.</p>	<p>Expand our education efforts for parents on LPA adoption services.</p>	<p>Colleen Gioffreda (LPA Adoption Chair)</p>
<p>2. Create a “Leadership-LPA” committee to determine the feasibility and design of a leadership program to develop future leaders of the organization.</p> <p>Model a second leadership program for teens – “Teen Leadership-LPA” with age appropriate curriculum, recognition, etc.</p>	<p>Using the Leadership Program model of Chambers of Commerce around the country, determine how we can best develop a curriculum, nominating criteria, recognition at conferences, program promotion, and a flow of future graduates into the leadership ranks of LPA at every level and within every program.</p>	<p>Gary Arnold (President)</p> <p>Bruce Matza is a resource via conference call to advise on creation of a Leadership-LPA Program</p>



## **STRATEGY #VI – RELATIONSHIP with LPA and MAB**

Action Plan	Further Description	Responsibility
1. Improve our working relationship by heightened communications with MAB.	Initiate a minimum of bi-annual conference calls between LPA and MAB	Michelle Kraus (Advocacy) Ericka Okenfuss (MAB) Colleen Gioffreda (Adoption) Leah Smith (PR Director)
2. Continue the group dialogue between LPA and MAB. Continue to invite MAB to attend Board meetings, to present at conventions and to publish articles in the newsletter.		Michelle Kraus (Advocacy) Ericka Okenfuss (MAB) Colleen Gioffreda (Adoption) Leah Smith (PR Director)
3. Request MAB present to the LPA Board ongoing and new research, pharmaceuticals, etc.	Propose this presentation be scheduled at the annual conference and that an MAB member attend phone conference calls during the year.	Michelle Kraus (Advocacy) Ericka Okenfuss (MAB) Colleen Gioffreda (Adoption) Leah Smith (PR Director)
4. Create and present a presentation at an MAB Board meeting to address LPA's goals, directions and priorities.	Reinforce our desire to receive and share with our Members medical information in support of controversial issues.	Michelle Kraus (Advocacy) Ericka Okenfuss (MAB) Colleen Gioffreda (Adoption) Leah Smith (PR Director)
5. Initiate face-to-face meeting(s) with pharmaceutical organizations outside of the annual convention. Post contact person on website for questions regarding pharmaceutical issues.	Share emerging information without endorsing specific treatment plans.	Gary Arnold (President) to make appointment



## **OTHER STRATEGIC INITIATIVES**

We identified additional initiatives for future consideration. They included the following:

- ❑ **ADVOCACY** – Develop an advocacy strategy that will encourage inclusion. Determine how to develop a presence in Washington DC.
- ❑ **INTERNATIONAL** – Determine how we can assist International members who are stigmatized in other countries.
- ❑ **PUBLIC RELATIONS** – Consider a strategy to address the public perception of reality TV and LPA. Address how to use the popularity of the current reality shows to our best interest. Explore how we can serve in an advisory capacity and trade advisory services for public service messages on these shows.
- ❑ **PARKING LOT (1 item)** – After viewing the results of the recent Member Survey, we desire to share a synopsis of the responses back to our Membership.

*Dear LPA Board Members and Staff:*

*It was my pleasure to work with you in the creation of this Strategic Plan and to get to know you as individuals. You're a dynamic group with a great opportunity to impact the lives of your members.*

*Warmest regards for continued success--- Bruce*

