

# 2016 ★ 2018 STRATEGIC PRIORITIES



## PROGRAMS

Reinvigorate TCEP Connect to draw greater attendance with upgraded and up-to-date content that appeals to all in our profession, particularly our active Texas practicing EM physicians.

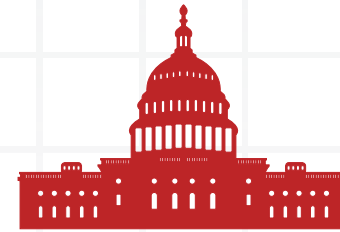
- TCEP Connect: Convene the largest and most anticipated annual gathering of emergency medicine providers in Texas, with increased opportunities for networking and family activities.
- Improved advertising of the TCEP Connect conference events.
- Seek meaningful feedback after TCEP Connect through the development and implementation of an online post-conference survey.
- Immediate availability of TCEP Connect online CME certificate.



## MEMBERSHIP

Expand our membership by increasing focus on and enhancing benefits for active Texas practicing EM physicians while continuing our efforts with residents and medical students.

- Develop community town hall meetings as networking events and opportunities to engage our members.
- Identify eligible actively practicing EM physicians and create targeted recruitment materials.
- Define & advertise current ACEP member incentives and analyze for potential new TCEP member incentives.



## ADVOCACY

Broaden our state-wide advocacy program to support a strengthened advocacy effort at the State Capitol on behalf of emergency medicine and the issues critical to our physicians.

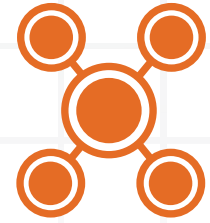
- Focused member educational efforts on critical issues in emergency medicine.
- Promote 1st Tuesdays to increase participation and grassroots efforts.
- Provide a framework and Legislative Toolkit to support our members and their efforts to meet with their local and state representatives.



## OUTREACH

Develop a first-class, easy to use website to better support the needs of our members and serve as their key resources.

- Design and launch a new TCEP website.
- Creation of an Editorial Board to create and maintain monthly topic updates for the TCEP website.
- Increase our prevalence in social media arenas.



## INFRASTRUCTURE

Develop the infrastructure and funding necessary to support the needs as outlined in the Strategic Plan.

- Realign administrative staffing for improved member support, strategic plan implementation, and project management.
- Restructure the current committees, improving Board oversight and delegation of priorities.
- Promote committee communication through quarterly conference calls and collaboration at the annual TCEP Connect conference.



# 2016★2021 STRATEGIC PLAN INFRASTRUCTURE

## VISION

Guided by integrity and accountability, TCEP is the advocate and central resource for emergency physicians and quality patient care.

## MISSION

The Texas College of Emergency Physicians exists to promote quality emergency care for all patients and to represent the professional interests of our members.



Deliver high quality education and training programs to benefit emergency medical care.

- **Education & Training:** Provide education and training to emergency medicine physicians and associated providers.
- **Ancillary Programs:** Promote programs outside of TCEP.
- **TCEP Connect:** Convene the largest and most anticipated annual gathering of emergency medicine providers in Texas.



Recruit, retain and engage members to ensure a balanced, energetic and synergistic membership.

- **Recruitment:** Focus on recruitment of actively practicing physicians and continue ongoing efforts with residents and medical students.
- **Retention:** Continue to engage and retain active members.



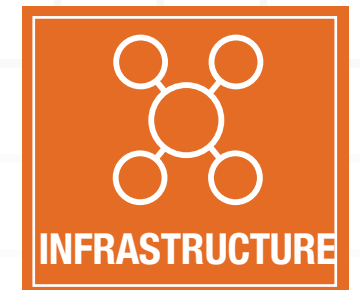
Represent the professional interests of our members at the local, state, and national level as well as with related organizations.

- **National:** Represent Texas emergency physicians at the national level.
- **State:** Represent emergency physicians at the state level.
- **Local:** Encourage and support physician efforts at the local level.
- **Related organizations & associations:** Continue to work with associated organizations to advocate for issues related to emergency medical care.



Develop resources to become the central hub for physicians, media, and the public seeking information on emergency care and other relevant health issues.

- **Website:** Develop a new, first class website to support the needs of TCEP.
- **Social Media:** Pursue and utilize all social media outlets to communicate to TCEP members.
- **Printed Materials:** Produce printed materials necessary to support TCEP and its members.
- **Editorial Board:** Develop and implement an editorial board process to be utilized for specific topics.
- **Related organizations & associations:** Reach out to related organizations and associations to accomplish synergy and information sharing.



Develop the infrastructure and funding necessary to support the needs as outlined in the Strategic Plan.

- **Staff:** Clearly define expectations and priorities for the Staff.
- **Board:** Work as a unified body with clearly defined expectations and priorities.
- **Board Committees:** Reorganize committees with defined action items and priorities set by the Board.
- **Financial Discipline:** Increase revenue and modify budget to meet the growing needs of TCEP.