



Empower. Educate. Advance.

The Future of Dermatology

SDPA STRATEGIC PLAN 2015-2018

For purposes of Strategic Planning, the SDPA Board, staff, committee chairs and partners met from July 25-26, 2015 to plan for SDPA's future. During this meeting a strategic plan was outlined. During the November 12, 2015 SDPA Board of Directors meeting the below strategic plan goals and objectives were officially approved.

GOAL 1: EDUCATION

1. Provide remote access to CME
2. Deliver physician education on PAs
3. Focus on evidence based education
4. Create advanced career level education opportunities
5. Develop Performance Improvement (PI) CME opportunities
6. Develop Self-Assessment (SA) CME opportunities
7. Continue to maintain and offer a high quality Diplomate Program
8. Develop and maintain innovative conference content & education

GOAL 2: COALITION BUILDING

1. Develop industry and association relationships partnerships and connections.
2. Continue to develop constituent relations

GOAL 3: MEMBERSHIP GROWTH

1. Develop industry and association relationships partnerships and connections.
2. Continue to develop constituent relations
3. Develop retention strategies
4. Develop recruitment strategies
5. Confirm & increase universe penetration
6. Provide online platform for member engagement



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GOAL 4: BRAND, IMAGE, VISIBILITY

1. Deliver external education to the public
2. Build and improve coalition with related professional organizations (RPO) and industry RPOs
3. Confirm our identify and brand from other professions such as Nurse Practitioners (NPs)
4. Enhance and professionalize online image
5. Launch and optimize Derm PA Foundation
6. Fund and publish research
7. Optimize social media channels
8. Optimize blog posts
9. Promote, strengthen, and further develop Dermcast.tv program

GOAL 5: PROFESSIONAL DEVELOPMENT

1. Leverage JDPA to enhance professional development education
2. Develop career level opportunities at different stages of PAs career to provide PA longevity and stability
3. Facilitate preceptorships
4. Explore the development of the salary survey
5. Continue to maintain, offer, and strength job board and career support mechanisms

GOAL 6: ADVOCACY & LEGISLATIVE MONITORING

1. Increase visibility
2. Develop joint statements
3. Form partnerships with constituent chapters to advocate at the state level
4. Enhance information and distribution about legislative and regulatory issues