

# Strategic Objectives & Prioritized Goals

Long-term goals that help us turn our mission statement into concrete plans and actions

(Revised 27 March 2019)

## MISSION STATEMENT

OPPA provides professional development for serious photographers.

## AMBASSADORS

Vision Statement: To spread the message about OPPA to potential members throughout the state and Portland Metro Area.

### Plans and Action

- Be the greeters at any OPPA event at the front door at Monthly Meeting
- Attend educational events as quasi “host” for greeting, answering questions and making contacts with new members and/or prospects.
- Be the interface to outlying events
- Host “Meet & Greets” and informal coffee meetings in other Oregon cities
- Participate in industry events as representatives of OPPA e.g. Meetups etc.
- Attend Corporate Sponsor events as an Ambassador of OPPA
- Be listed on OPPA website with Photo and contact info for those information seekers wanting to talk to a person rather than send an email
- Act as boots on the ground to represent and support PPA

## AWARDS, POINTS & DEGREES

Vision Statement: To encourage and celebrate member achievements in OPPA

### Plans and Action

- Convey the value of working toward an OPPA and PPA degree
- Maintain the process to track members points in a timely manner
- Confer degrees earned
- Present the awards

## COMMUNICATIONS

Vision Statement: To ensure that our members and photographic community clearly understand the value and opportunities provided by OPPA.

### Plans and Actions

- Act as the voice of the organization.
- Send out marketing messages from the various committees in an organized and timely manner.
- Communicate using the most effective media for our audience.

## **COMPETITION COMMITTEE**

Vision Statement: Host formal PPA style image competitions to provide constructive, educational feedback to improve our member's skill as image makers

Plans and Actions:

- Coordinate with JOC to provide judges for competitions
- Provide competition logistics

## **EXECUTIVE COMMITTEE**

Vision Statement: To provide leadership for the OPPA board and to ensure that the board is acting within the vision of the organization

Plans and Actions:

- Engage in regular visioning exercises with full board of directors focused on determining the wants and needs of OPPA's members.
- Ensure that bylaws are followed and ethical practices prevail
- Make recommendations to the board as necessary
- Provide continuity for the board of directors and organization

## **EXPO COMMITTEE**

Vision Statement: To create a photographic community event that provides education events to our statewide members.

Plans and Actions

- Provide a diverse set of educational topics to meet the needs of our members
- To set the date and book the venue 8 months in advance
- Coordinate with other committees to put on event

## **EDUCATION (Workshops/Monthly Meeting)**

Vision Statement: Providing educational opportunities for serious photographers

Plans and Action

- Lay out Workshop and a Monthly Meeting calendar in advance to provide for at least one Monthly Meeting and Workshop opportunity each per month
- Create diverse education topics that meets the needs and wants of our members
- Collaborate with PPA continuing education system.

## **FINANCE**

Vision Statement: To employ accepted accounting practices for Accurate and timely reporting of all things finance so that the board can make appropriate decisions to meet our fiduciary obligations. (Transparency)

Plans and Actions

- Maintain the income and expenses of the organization
- Provide monthly financial reports to the board of directors
- Assist committees with preparation of budgets
- Allow for an annual Audit
- Maintain tax, insurance, state registration & other legal documents

## **JUROR OVERSIGHT COMMITTEE**

Vision Statement: To establish the highest quality juror pool possible

Plans and Actions:

- Develop and administer the OPPA Juror Development Program
- Provide periodic refresher training for established judges
- Secure judges for each competition

## **MARKETING**

Vision Statement: To develop and promote a recognizable, cohesive & consistent OPPA brand

Plans and Action

- Create, develop & articulate a simplified emotional message the “Why” (Serious. Fun.)
- Produce a quarterly marketing message topic
- Research what our customers/members want and need-what keeps them awake at night?
- Coordinate with other committees to implement results of research

## **MEMBER VALUE AND EXPERIENCE**

Vision Statement: For all OPPA members to feel engaged, nurtured, and supported.

Plans and Action

- Act as bridge/liaison between members and the board of directors.
- Recommend and implement programs designed to recruit and retain members.
- Develop a plan to welcome new members and guests to OPPA.
- Increase membership to by 10% using end of year membership numbers.
- Convey the value of PPA membership and the benefit it provides
- Convey the value of CPP certification with PPA

## **MENTORSHIP OVERSIGHT COMMITTEE**

Vision Statement: To establish and maintain a mentorship program that matches mentors with students and provides growth and learning opportunities for both.

Plans and Actions:

- Launch and administer the OPPA mentorship program
- Match mentors and students for mentorship periods using applications and guidelines established in mentorship proposal document
- Provide for periodic review of mentor/student dyads during course of mentor periods.
- Create a sustainable blueprint for carrying on the Mentorship program beyond its pilot program year.

## **SOCIALS & SAFARIS**

Vision Statement: To provide social opportunities for photographers

Plans and Actions

- Provide social and safaris opportunities at least quarterly including the August Social and Annual Banquet
- Create a social element for each monthly meeting
- Book August Social and Annual Banquet venues in January