



Mid-Atlantic Society for Biofeedback and Behavioral Medicine Strategic Plan 2016 - 2019 (Approved 11/08/15)

Mission Statement: The mission of the Mid-Atlantic Society for Biofeedback and Behavioral Medicine is to provide training and educational opportunities for clinicians, healthcare professionals, academicians, researchers and students and to inform the community in the well-established and cutting-edge theories and technologies that promote self-regulation and optimization of human performance.

Vision Statement: The vision of the Mid-Atlantic Society for Biofeedback and Behavioral Medicine is to improve human welfare.

Strategy Statements: The strategies to promote MASBBM's mission and vision are to: (1) Promote, communicate and exchange ideas among members concerning the science and practice of clinical biofeedback, applied psychophysiology and behavioral medicine; (2) Provide opportunities to enhance knowledge within the Society regarding psychophysiology, biofeedback and behavioral medicine through annual membership meetings, educational programs, publications and special interest groups (SIGS); (3) Encourage, promote and provide opportunities to improve clinical practice, educational applications and scientific research in biofeedback, applied psychophysiology and behavioral medicine; and (4) Disseminate information to the public about the uses and limitations of applied psychophysiology, biofeedback and behavioral medicine.

Background: In the spring of 2012, the MASBBM Board of Directors held a facilitated retreat with the goal of developing a strategic plan. It was determined that a critical first step was the review and possible revision of the Society's mission, vision and what were then called "statements of purpose." As is often the case, life intervened and work did not continue on the plan for a period of time. The Board of Directors approved the revised mission, vision and now-called strategy statements above in January 2015 and in July 2015, agreed to develop a strategic plan. Concurrently, new committees were formed or existing committees re-energized and each committee was tasked with determining and developing their own workplan. Those workplans underpin the strategic plan.

Planning and Development Steps: The Executive Committee served as the Strategic Planning Committee, under the chairmanship of Bonnie Sobel, current treasurer and president at the time of the 2012 Board retreat. The Strategic Planning Committee was staffed by Bea Haskins, Executive Director. These steps were undertaken to be able to formulate a strategic plan: (1) Review of the summary of the April 2012 retreat, especially uncompleted tasks; (2) detailed review of conference evaluation forms for the past several years seeking suggestions made by attendees; (3) detailed analysis of recent committee summaries and Board minutes that disclosed what Board/committee members felt they or the Society "should/could/would" do; (4) brainstorming by the committee chair and staff person; (5) a preliminary SWOT Analysis Survey completed by 79% of the MASBBM Board and Advisory Board (SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats); and (6) a SWOT Analysis Survey completed by 64% of MASBBM's members. Responses from the Board SWOT survey which garnered 50% or more of the votes made up the criteria in the Member SWOT survey, with the addition of suggested items from the board members. Responses from the Member SWOT survey that received 50% or more of the votes form the backbone of the strategic plan, but the plan is not limited solely to those.

The Plan: Though some areas in the Strategic Plan intersect with other areas, they coalesced into four main categories: (1) Board/Volunteer Development; (2) Financial/Organizational Sustainability; (3) Program Services; and (4) Marketing and Communication. The chart on page 2 shows the goals for those categories and who (generally the Board or a committee) is responsible for ensuring the goal is met. Committee Workplans provide extensive additional detail with timelines and who specifically will carry out action steps and are available on MASBBM's website at www.masbbm.org. Workplans are fluid documents that will be reviewed by each committee at least annually and adjustments made if warranted.

MASBBM's Strategic Plan 2016-2019

Bolding indicates primary responsibility.

Executive Director provides staff support for all committees.

Board/Volunteer Development	Financial/Organizational Sustainability	Program Services	Marketing and Communication
<p>1. Increase interest in board service Nominations</p> <p>2. Hold regular board meetings throughout the year Executive</p> <p>3. Increase participation in committees and/or one-time volunteer opportunities Board/Communications</p> <p>4. Conduct annual board orientation for new board members/officers Executive Committee*</p>	<p>1. Increase membership, including student members Membership/Communications</p> <p>2. Increase conference attendance Program/Communications/Membership</p> <p>3. Increase individual and corporate donations: <ul style="list-style-type: none"> - #Giving Tuesday Communications - Website/Logo Upgrade Campaign Communications - Other tax deductible donations Finance* </p> <p>4. Increase Executive Director's compensation Executive/Board</p>	<p>1. Plan and hold two well-attended conferences per year Program/Communications</p> <p>2. Potentially hold two special interest groups (SIGs) per year Program</p> <p>3. Provide continuing education credits for conferences and SIGs; explore CEs for additional professions to foster additional attendance Program</p> <p>4. Increase student attendance at conferences and student membership Program/Communications</p> <p>5. Present at least one and potentially two Lifetime Achievement Awards each year and use ceremony as a "teachable moment" Lifetime Achievement Awards</p>	<p>1. Develop and implement a social media plan, e.g., Facebook, Twitter, Google + Communications</p> <p>2. Upgrade and maintain website Communications</p> <p>3. Develop and utilize a new logo and tag line that describes what MASBBM is/does Communications</p> <p>4. Support other committees as needed and appropriate Communications</p>

***Finance Committee** will be the Executive Committee with the treasurer as chair. Its workplan is embedded in the Executive Committee's workplan.