**Strategic Objectives & Prioritized Goals**

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

(Revised 28 April 2017)

**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