

# OAV Strategic Plan

## Mission

The purpose of the Opticians Association of Virginia is to advance the skillful practice of Opticianry for the safety and welfare of the people of Virginia, by representing, educating and serving all Opticians.

## Vision

The OAV will be the public's expert and educator on vision and vision issues. We will be recognized with respect by Virginia lawmakers and provide our members voice, serving as the optical clearing house and network for Virginia opticians as well as fostering collaboration with other Virginia ophthalmic practitioners.

## Values

The development of values statements is of particular importance to the OAV as we seek to identify the socio-political context that surrounds our work. The OAV values:

- Education – formalized and continuing
- Professional competence and excellence
- Respect for the public
- Respect for colleagues
- Collaboration
- Networking
- Excellence in service delivery

## Strategies

Major Strategies have been developed to provide a framework for immediate work that coincides with the larger mission and vision, while beginning to expand communication and networking across the Association and encourage broader participation. The option strategies are listed in order of their urgency and impact on the OAV's future plans and organizational success.

## I. Communications Plan

### A. Members

1. Communicate Value of Association – help members see and communicate value of their service.
  - a. Define an optician's value – what is the benefit of having an optician do what they do?
  - b. Define the value of the OAV – mission, vision, benefits
  - c. Create scripts of above for use by board members and member when recruiting
2. Encourage members' ownership of and participation in OAV
  - a. Create a volunteer roster
  - b. Put volunteer opportunities in the newsletter and on renewal forms
  - c. Review and revise Newsletter – make it more interactive. Include:
    - Summary of OAV activities for the quarter
    - Summary of expenditures for the quarter
    - Committee reports
    - Volunteer opportunities
    - Encouragement to members to write articles
3. Establish crisis communications capability
  - a. Collect e-mail addresses, phone, fax numbers
  - b. Inform members of existence so they will keep their info updated

### B. Public

1. Create a more informed public
  - a. Define and disseminate value added by Opticianry (knowledgeable about products and services)
  - b. Describe high/acceptable level of care; Describe Consequences of lesser care
  - c. Distribute and display Patient's Bill of Rights
  - d. Approach AAA and other organizations to investigate causes of accidents from poorly/improperly fitted glasses

### C. Students and Associate Members

1. Help students understand that there is a network they're joining and make them feel welcome, know and understand the value of the OAV
  - a. Visit the classrooms
  - b. Solicit student volunteers for OAV conferences

- c. Distribute information about the Richard Warden Scholarship
- d. Establish OAV student mentoring program

## II. Legislative Plan

1. Gain and hold respect of legislators – (must include effective monitoring)
  - a. Establish a Capitol Day
  - b. Help legislators understand value added by opticians and provide supporting information in a mailing to legislators
  - c. Monitor legislative activity around ophthalmic issues
2. Gain support for mandatory CE and other desired issues
  - a. Deliver "Value of Opticians" information to legislators and State Board of Opticians
3. Conduct more effective lobbying with local legislators
  - a. Develop a "How To" guide and disseminate to members
  - b. Run a class at convention

## III. Networking Plan

1. Make OAV website primary information center (education info, primary info, job bank, communications forum and communications center, clearing house, links to other organizations websites)
2. More OAV participation with other National Organizations
3. Increase face to face contact among Virginia opticians

## IV. Professional Development Plan

1. The current plan is working well, but it is generally agreed that more advanced education is needed to attract opticians. A detailed plan will be developed once the critical needs have been addressed.

## Strategic Plan

The Opticians Association of Virginia met in retreat to develop a strategic plan and establish the immediate priorities for this year's focus by the group. This document describes the initial plans drafted to accomplish our mission and drive towards our vision.

Objectives and goals were also established within each plan. Work groups have been formed to begin work towards our objectives and become our vision.

Only after the development of the Strategies which will allow the Opticians Association of Virginia to grow and become a force to be reckoned with, will we be truly "Advancing Virginia's Opticians."



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**ADVANCING VIRGINIA'S  
OPTICIANS**