

# 2017 - 2020 LAMA SLRP

**LAMA Mission:** *This Association is dedicated to enhancing the quality of management and care of laboratory animals throughout the world.*

## Goal 1: LAMA Leadership

### **A.     Objective: Attract & develop dynamic accountable leaders to ensure a robust successful futuristic organization.**

#### Task:

Identify talent within and outside LAMA

#### Recommendations:

BOD reaches out to newly certified CMAR, LAMA Bootcamp, ILAM, District & local organizational meetings; BOD to solicit volunteers at National AALAS LAMA booth; Create flyers for CMAR/ILAM; “You talked, we listened! - LAMA Re-Energized!”

#### Success:

If we have several individuals on the ballot for all positions over the next 3 years- (succession planning)

### **B.     Objective: Refine LAMA Committee Structure**

#### Task:

Reduce and combine committees where overlap exists\*

#### Recommendations:

Combine & eliminate current committees to 3:

1. *Education/training, (which will include CMAR)*
2. *Program & Awards*
3. *Marketing (membership recruitment, PR, publications)*
  - a. *New structure eliminate P&P Committee, this will be updated as part of SLRP activities*
  - b. *Eliminate Financial Oversight since we have Treasurer position*
  - c. *Nominations to be eliminated – Board function*
  - d. *Foundation – not a committee*
  - e. *SLRP (Executive Board function)*

Success:

Fully resourced committees for strength & productively which will be realized through accomplishment of assigned key milestones based on the approved SLP timelines and BOD initiatives.

**C. *Objective: Enhance Liaison to Committee Exchange***

Task:

Include Committee chairs or representative in BOD meetings

Recommendation:

Add Committee chairs to agenda, send out in advance to report at teleconference (~twice/yr at critical time points, program/awards, marketing, etc.)

Success:

Will be realized through increased communication and updates to the BOD through meeting attendance, strengthening the relationship and commitment to the organization

**Goal 2: Membership ROI/Marketing the LAMA brand**

**A. *Objective: Develop vehicle for increased networking opportunities for members***

Task:

Create and maintain social media to include: LAMA blog, Listserv, LinkedIn, Facebook.

Recommendations:

Marketing Committee will evaluate existing social media applications to determine how they can be enhanced and/or visited more frequently. They will also develop a strategy for sun setting the LAMA review creating a monthly blog in its place. The Marketing Committee work with ASI to create Listserv and associated guidelines for managing a LAMA Listserv. Transition advertising from Review to Blog and LAMA website.

Success:

Increased hits to various social media sites and decreased expense from Review publication. Increased revenue may be realized from blog & website ATA advertising.

**B. *Objective: Develop semiannual webinars and/or virtual tours***

Task:

Develop virtual educational opportunities to increase CE offerings to the membership at discounted rate and higher rate for non-members throughout the year

Recommendations:

Education/Training Committee will develop webinars and Marketing Committee will assist with technology and advertising of these efforts.

Success:

Offer webinars that are well attended. Increased revenue to continue building educational platforms, increase exposure to non-members

**C. *Objective: Develop a develop a vision for the organization and update our mission, to ensure it is current, relevant and represents the membership.***

Task:

Re-imagine the mission statement and develop a vision to be more in line with the current culture of the organization based on member feedback

Recommendations:

The LAMA BOD will re-write the mission statement and develop a vision which will be more reflective of the organization's charge

Success:

The new mission and vision will provide more engagement and satisfaction which will be demonstrated through annual membership surveys

**D. *Objective: Develop opportunities for ATA and LAMA to showcase partnership***

Task:

Review the ATA agreement to identify unrealized opportunities between the two organizations.

Recommendations:

The BOD will review and provide recommendations to the agreement for ATA consideration and facilitate discussions beginning mid-2017. This will include introducing a new pricing structure that will highlight ala carte options for ATA sponsorship and program enhancements. Additionally, identify where ATA can showcase LAMA on their website or minimally link to LAMA's website.

Success:

Based on annual membership & ATA feedback, increased opportunities at the annual meeting for ATA sponsors to showcase their individual organization, the LAMA/ATA relationship will be strengthen and create a greater transparency of the combined partnership

**Goal 3: Financial sustainability**

**A. *Objective: Increase the transparency of the LAMA Foundation's ability to provide financial support for continuing education***

Task:

Create and document a more formalized process for managing fundraisers efforts for the Foundation.

Recommendation:

The marketing group will work with AALAS to trigger additional advertisements announcements for the Foundation Silent Auction 90/60/30 days prior to events - ILAM, Annual Meeting etc. Focus Fun Fair donations back to the Foundation

Success:

Ability to provide increased dollar amount and/or number of scholarships to meet the growing number of applicants.

**B. *Objective: Explore opportunities for paid advertisements on LAMA's website, blog***

Task:

Identify additional prospects to gain advertising and sponsorship revenue

Recommendation:

The marketing committee will run the Review through mid-2017, concurrently beta test Blog without advertisement collect readership numbers between the two formats to

demonstrate the value of switching to the blog format and sunset the Review and bring in the advertisements to the blog.

Success:

Will be realized through more readership and increased revenue

#### **Goal 4 – Professional Development**

**A.     *Objective: Evaluate Annual meeting (annual, # days, days of week, format, venue, location)***

Task:

Using meeting site selection criteria and attendee/member feedback, determine optimal program timing, venue, location and format

Recommendation:

The BOD will develop the site selection criteria to determine the optimal parameters for a successful meeting. Based on the results, the Program/Awards Committee will work to format the program for the annual meeting accordingly.

Success:

Increased annual meeting attendance over the next three years

**B.     *Objective: Determine future direction of the Leadership Bootcamp***

Task:

Evaluate the future and frequency of Bootcamp sessions beyond the 5 year approved commitment (ending in 2018) and planned use of developed Bootcamp materials

Recommendation:

The Continuing Education/Training Committee will build a master plan to propose to the BOD by mid-2017.

Success:

Based on demand, the program will be expanded to other venues.

\*Review the SLP with Full BOD at midyear meeting for approval, work on required changes to P&P; roll out changes at Annual LAMA/ATA Meeting

\*\*Change 2 Year SLP Review to 3 year cycle – present to BOD for approval