



SOMA Strategic Plan

Specific Goals for the 2020-2021 Term

Pillar 1: Voice in public policy and healthcare advocacy

Strategic Priority 1: Be the primary source of the student opinion to the AOA.

- Identify the existing relationship between chapters and their state organizations, particularly where it can be strengthened, in order to increase state-level advocacy and better inform chapters of local policy efforts.

Strategic Priority 2: Establish a platform for every SOMA member to express their views to the organization.

- Create materials, such as webinars, pamphlets, and social media content, that educate and encourage members to strengthen and voice their opinions about public policy and healthcare advocacy on both state and national platforms.
- Ensure publication of the resolutions forum prior to each resolutions debate and encourage members to share their views regarding the topics up for debate.

Strategic Priority 3: Represent the voice of osteopathic medical students in the public forum on matters pertaining to healthcare and public policy.

- Be a student voice to national organized bodies of medicine, primarily the AOA and AMA, by maintaining communication and submitting relevant resolutions as appropriate.
- Collaborate with other student organizations, such as COSGP, SNMA, AMSA, and AMA-MSS, to amplify the student voice via statements as deemed necessary.

Pillar 2: Professional and Career Development

Strategic Priority 1: Generate professional and career development resources for osteopathic medical students through every stage of their education.

- Update 100% of existing SOMA professional development resources on the SOMA website through collaboration with members of the BoT and NBD whose roles are pertinent to various aspects of students' professional career needs, to prepare students as they move toward residency. Aside from being available on the website, these resources will be directly shared

with students via social media and national updates as necessary.

Strategic Priority 2: Enhance resources at COMs to support the wellness and mental health of osteopathic medical students.

- Support COSGP's efforts in identifying and addressing the mental wellness needs of students at all COMs by providing trainings and resources as available through conferences, webinars, or other interactive platforms, in addition to advocating for these needs to the appropriate audiences (including, but not limited to the AOA and COCA).

Strategic Priority 3: Create opportunities for mentorship, education, and research.

- Continue SOMA's priority in giving members opportunities to supplement COM curricula by providing workshops and interactive sessions to address education, mentorship/networking, and research at national leadership conferences and to encourage students in their development to become well-rounded physicians.

Pillar 3: National Visibility and Public Image

Strategic Priority 1: Enhance the visibility of National and Local SOMA priorities and initiatives at every COM.

- Expand and grow our current social media following and presence by working with the public relations and strategic partnerships directors to create scheduled posts, a standardized hashtag system, and promotional gift giveaways.
- Increase followers on social media platforms to the following by May 2021: Instagram: 3,000; Facebook: 9,000; and Twitter: 5,000.

Strategic Priority 2: Engage new tech and media channels to build greater awareness of SOMA's positions and policies among key stakeholders.

- Promote SOMA brand recognition and awareness by increasing social media posts/shares of content with the SOMA logo, updating our SOMA swag store, and increasing sales of SOMA branded items.
- Refine and standardize SOMA's professional image through exploring rebranding options (ie. logo, insignia, graphics, email signatures) and through creating guidelines for the standardization of product use and distribution.

Pillar 4: Governance Alignment and Accountability

Strategic Priority 1: Improve the National and Local transfer of leadership for improved continuity from year to year.

- Ensure that membership drive tool kits are available by May 2020. The toolkit will include information, templates, and other resources to help chapter leaders new in their positions consistently and effectively communicate the value of a SOMA membership in addition to equipping them in highlighting their chapter's distinctiveness.

Strategic Priority 2: Establish metrics for annual evaluation of national and regional initiatives.

- Obtain a holistic needs assessment and list of best practices as it pertains to governance at the chapter level via survey with at least a 75% response rate by SLM 2020.

Strategic Priority 3: Establish a process for the regular review of the governing documents of the organization to keep pace with the field of osteopathic medicine.

- Establish a single "Governing Policies and Procedures" document for SOMA in order to ensure transparency and accountability with appropriate internal organizational function.