

## ACC-MN 2021-2023 Strategic Plan

Goals	Strategies	Performance Measures		
		2021	2022	2023
<p><b>Goal 1: Relevance &amp; Engagement</b> Increase relevance as the CV professional home in the state of Minnesota</p> <p><b>Goal Champions:</b></p> <ul style="list-style-type: none"> <li>• Stephen Smalley</li> <li>• Laura Ross</li> <li>• Allen Luis</li> <li>• (Incoming Fellow TBD)</li> </ul>	<p>Make website as useful as possible, and drive Website traffic, with enhanced content and resources <b>(#1 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Establish website task force to evaluate current site and explore viable content and web traffic ideas by [Date]</li> <li>• Set website traffic targets</li> <li>• Evaluate functionality of current website by [Date]</li> <li>• Determine need for new database/website by [Date]</li> </ul>	<ul style="list-style-type: none"> <li>• Unique visitors</li> <li>• Total hits</li> </ul>	<ul style="list-style-type: none"> <li>• Unique visitors</li> <li>• Total hits</li> </ul>
	<p>Develop the ACC-MN member value proposition <b>(#2 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Messaging for each membership type developed by [Date]</li> <li>• % increase in total members</li> </ul>	<ul style="list-style-type: none"> <li>• % increase in total members</li> <li>• % increase in CVT membership</li> <li>• % increase in CV administrator membership</li> <li>• % increase in FACC members</li> <li>• % increase student membership</li> </ul>	<ul style="list-style-type: none"> <li>• % increase in total members</li> <li>• % increase in CVT membership</li> <li>• % increase in CV administrator membership</li> <li>• % increase in FACC members</li> <li>• % increase student membership</li> </ul>
	<p>Actively recruit and develop potential future ACC-MN leaders <b>(#3 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Participation in open meetings</li> </ul>		



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	Increase opportunities to provide updates to members and to solicit member feedback ( <b>#4 Priority</b> )		<ul style="list-style-type: none"> <li>• Number of members/ contributions</li> <li>• Each board member to meet with members of his/her district at least once a year</li> <li>• Attend Board meetings at least once per year to share ACC-MN message and value proposition</li> <li>• Increase outreach to NPPA's, CV Pharmacist, CV Nurses, and others</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Increase media presence ( <b>Low Priority</b> )			<ul style="list-style-type: none"> <li>• Explore media outreach opportunities</li> </ul>
	Host an Annual ACC-MN Gala to highlight resources, achievements, raise funds to support charitable causes and works and improve member engagement and socialization ( <b>Low Priority</b> )			<ul style="list-style-type: none"> <li>• Evaluate feasibility of/interest in ACC-MN Gala</li> </ul>

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<p><b>Goal 2: Deliver Actionable Knowledge</b> Facilitate knowledge dissemination and increase collaboration and networking opportunities among CV providers across the state</p> <p><b>Goal Champions:</b></p> <ul style="list-style-type: none"> <li>• Sharath Subramanian</li> <li>• David Miranda</li> <li>• Potentially Mohamad Alkhouli (de facto goal champion b/c of Prof Dev series - priority #3)</li> <li>• Incoming Fellow (TBD)</li> </ul>	<p>Arrange networking events for members to engage and collaborate <b>(#1 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Number of events</li> <li>• Number of event attendees</li> </ul>	<ul style="list-style-type: none"> <li>• Number of events</li> </ul>	<ul style="list-style-type: none"> <li>• Number of events</li> </ul>
	<p>Develop a targeted communications plan that leverages social media, the website, email, and other forms of communication based upon member preferences <b>(#2 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Social media hits/engagement</li> <li>• Number of website hits</li> </ul>	<ul style="list-style-type: none"> <li>• Social media hits/engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Social media hits/engagement</li> </ul>
	<p>Offer virtual expert lectures on clinical topics, seek authors/guideline writers, with discussions <b>(#3 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Pre/post lecture questions</li> <li>• Overall attendance numbers</li> <li>• Quarterly lectures</li> </ul>	<ul style="list-style-type: none"> <li>• Pre/post lecture questions</li> </ul>	<ul style="list-style-type: none"> <li>• Pre/post lecture questions</li> </ul>
	<p>Expand upon Fellows networking events (consider both during pandemic and post-pandemic) <b>(#4 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• Develop plan by [Date]</li> <li>• At least 1 fellow educational event per year</li> <li>• At least 1 fellow networking event per year</li> </ul>	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• At least 1 fellow educational event per year</li> <li>• At least 1 fellow networking event per year</li> </ul>	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• At least 1 fellow educational event per year</li> <li>• At least 1 fellow networking event per year</li> </ul>



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	Offer support and resources for CV professionals to achieve their career goals of moving into administrative roles within their organization <b>(Low Priority)</b>			<ul style="list-style-type: none"> <li>Number of short-term goals achieved within their organization per year</li> </ul>
	Expand upon WIC events (consider both virtual during pandemic and in person post-pandemic) <b>(Low Priority)</b>		<ul style="list-style-type: none"> <li>Number of participants</li> <li>Develop plan by [Date]</li> </ul>	
	Market to CV APPs to co-present team-based cases, and to also attend events. Encourage submission of posters and cases to the annual ACC meeting <b>(Low Priority)</b>			<ul style="list-style-type: none"> <li>Monitor attendance at virtual and in person meetings.</li> </ul>
	Make ACC MN Chapter an important source of education for fellows <b>(Low Priority)</b>			<ul style="list-style-type: none"> <li>One meeting for general, IV and EP fellows per quarter</li> </ul>
	Continually reassess member learning preferences <b>(Low Priority)</b>			<ul style="list-style-type: none"> <li>Annual assessment of member educational preferences</li> </ul>
	Promote ACC MN to primary care physicians as a resource for education in CV care and updates <b>(Low Priority)</b>			
	Offer 1:1 mentorship for FIT <b>(Low Priority)</b>			

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<p><b>Goal 3: Patient Care</b> Advance quality, equity, and value of CV care provided by Minnesota clinicians</p> <p><b>Goal Champions:</b></p> <ul style="list-style-type: none"> <li>• Sunny Kaul</li> <li>• Amin Rahmatullah</li> <li>• Retu Saxena</li> <li>• Incoming FIT (TBD)</li> </ul> <p>(Note: Priority #3 may require a separate group of goal champions)</p>	<p>Establish and pursue advocacy agenda in support of ACC efforts with a focus on member engagement <b>(#1 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Number of members engaged</li> <li>• Assign 1-2 members annually to attend meetings, increase hill lobby opportunity</li> <li>• Set meetings, 1-2 members to champion, consider non-board member participation</li> </ul>	<ul style="list-style-type: none"> <li>• Goal to increase participation in letter writing and legislative meetings by &gt;10% per year</li> <li>• Number of posts or % content increase</li> </ul>	
	<p>Promote opportunities for member involvement in state-based initiatives aimed at serving underserved communities <b>(#2 Priority)</b></p>	<ul style="list-style-type: none"> <li>• Track member participation/volunteerism</li> <li>• Goal of promoting at least one volunteer project annually</li> </ul>		
	<p>Continue to explore opportunities for engagement of members as global citizens (i.e., continue pursuit of the Tanzania project) <b>(#3 Priority)</b></p> <ul style="list-style-type: none"> <li>• Rekha Mankad - primarily focused here</li> <li>• Stephen Smalley</li> <li>• Potentially Carmelo Panetta &amp; can tap others as needed (not goal champions - just to help out as needed)</li> </ul>	<ul style="list-style-type: none"> <li>• Increased exposure on Tanzania project (Social media etc.)</li> <li>• Number of local providers able to provide local care in Tanzania</li> </ul>		

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<p><b>Goal 4: Sustainability</b> Ensure organizational growth and sustainability</p> <p><b>Goal Champions:</b></p> <ul style="list-style-type: none"> <li>• Stephen Smalley, MD, FACC</li> <li>• (Appoint contacts from Mayo, University of MN, and Duluth – St. Cloud)</li> <li>• Fellow</li> </ul>	Leverage national resources to appeal to targeted groups within the state (i.e., utilize national leaders within the state to promote ACC-MN) <b>(#1 Priority)</b>	<ul style="list-style-type: none"> <li>• Monitor site memberships and growth</li> <li>• Each major group has representation</li> </ul>	•	•
	Collaborate with industry partners where possible for sponsorship opportunities <b>(#2 Priority)</b>	<ul style="list-style-type: none"> <li>• Discuss best practice with ACC national, monitor current and future sponsorship levels/participation</li> <li>• Increase sponsorship by [dollars or %]</li> </ul>	•	•
	Expand outreach to CVT members (i.e., administrators, advanced practice nurses) <b>(#3 Priority)</b> vs. Increase CV Team membership <ul style="list-style-type: none"> <li>• Sarah Coffey &amp; Laura Ross</li> </ul>	<ul style="list-style-type: none"> <li>• Yearly questionnaire to assess outreach and measure engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Increase participation among administrators, APP and CV techs by %</li> </ul>	<ul style="list-style-type: none"> <li>• Increase participation among administrators, APP and CV techs by %</li> </ul>
	Collaborate with ACC on Fellow to FACC transition initiatives <b>(#4 Priority)</b>	<ul style="list-style-type: none"> <li>• Set up annual initiative to have all graduating fellows convert to FACC</li> </ul>	•	<ul style="list-style-type: none"> <li>• % increase in FACC 5 years after training</li> </ul>
	Expand reach throughout state <b>(Low Priority)</b>			
	Annual report to members <b>(Low Priority)</b>		<ul style="list-style-type: none"> <li>• Report distributed by [Date]</li> </ul>	<ul style="list-style-type: none"> <li>• Ask for feedback with annual questionnaire</li> </ul>