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**Ohio Society of Radiologic Technologists**

**325 Lake Vista Dr.**

**Zanesville, OH 43701**

**Strategic Plan 2018 - 2022**

**Vision Statement**

The OSRT will be the voice of Ohio medical imaging and radiation therapy professionals.

**Mission Statement**

The OSRT will advocate for medical imaging and radiation therapy professionals by advancing professional practice to enhance the quality of patient care.

**Core Values**

**Goals and Objectives**

Increase Membership

* Increase active members
* Maintain active members
* Increase student membership

Promote Advocacy Efforts

* Serve as a professional resource to preserve and protect licensure/rules

Increase visibility of the OSRT

* Increase presence on social media
* Attract professionals to OSRT website

Advance Scholarly Activity in the Profession

* Expand educational opportunities
* Develop and offer professional development activities to meet ARRT CQR requirements

Foster a Culture of Leadership

* Create a succession plan for contracted staff
* Advance students into leadership roles
* Advance Leadership Academy graduates into leadership roles

**THE OHIO SOCIETY OF RADIOLOGIC TECHNOLOGISTS**

**Strategic Plan 2018 – 2022 Dashboard**

**Progress Completion**

|  |  |
| --- | --- |
| **0-25%** |  |
| **25-50%** |  |
| **50-75%** |  |
| **75-100%** |  |

**Goal 1: Increase Membership**

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| --- | --- | --- | --- | --- | --- |
| **Objective** | **Benchmark** | **Metric** | **Responsible Person(s)** | **Progress Notes and Budgetary Implications** | **Progress** |
| **Increase active members** | Increase 15% within 5 years   * 30% by 2020 * 40% by 2022 | Pre-Annual Executive Secretary Report | Membership Committee, Executive Secretary | 2017: Baseline of 225  2018: Increase of 17%  2019: Increase of 25.8% | |  |  | | --- | --- | | 2018 | 270 | | 2019 | 283 | | 2020 |  | | 2021 |  | | 2022 |  | |
| **Retain active members** | 90% annually | Pre-Annual Executive Secretary Report | Membership Committee, Executive Secretary | 2017: Baseline of 225  2018: Data not available | |  |  | | --- | --- | | 2018 |  | | 2019 | 94.4% | | 2020 |  | | 2021 |  | | 2022 |  | |
| **Increase student membership** | Increase 5% within 5 years   * 2% by 2020 * 5% by 2022 | Pre-Annual Executive Secretary Report | Membership Committee, Executive Secretary | 2017: Baseline of 717  2018: Decrease of 2%  2019: Decrease of 9.6% | |  |  | | --- | --- | | 2018 | 701 | | 2019 | 648 | | 2020 |  | | 2021 |  | | 2022 |  | |
| **Matriculate student members to active members**  Recommend deletion due to lack of software inability to track member history | 25% annually | Executive Secretary Report  9/1 (of previous year grads) | Membership Committee, Executive Secretary |  | |  |  | | --- | --- | | 2018 | See objective note in red | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |

**Progress Notes for Goal 1**

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| **Objective** | **Trend Data** | **2018** | **2019** | **2020** | **2021** | **2022** |
| Increase active membership | 2015 293  2016 276 (-6%)  2017 225 (-18%)  2018 270  2019 283  5% would only be 11-12 new members if we retain everyone. | 283 Active Members as of 2019 Pre-Annual Meeting. This is up from 270 at 2018 Pre-Annual Meeting! |  |  |  |  |
| Maintain active membership |  | Not calculated exactly member to member. Comparison of 225 members to 283 members (+25.7%) |  |  |  |  |
| Increase student membership | 2015: 692  2016: 698 (0%)  2017: 717:(+2.7%)  2018: 701  2019: 648  (Need to insert membership committee initiatives) | 648 as of 2019 Pre-Annual Meeting. Down again from 2018 Pre-Annual Meeting of 701. Need to revisit benchmarks with closing of programs. |  |  |  |  |
| Matriculate student members to active members  Recommend deletion due to lack of software inability to track member history |  | As of 9/1/18 there were 20/284 for a matriculation rate of 7%. This is an estimate because waiting on report to be written to better collect this data. Unable to develop report.  As of 3/27/19 there were 26/284 for a matriculation rate of 9%. |  |  |  |  |

**Goal 2: Promote Advocacy Efforts**

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| **Objective** | **Benchmark** | **Metric** | **Responsible Person(s)** | **Progress Notes and Budgetary Implications** | **Progress** |
| Serve as a professional resource to preserve and protect licensure/rules | Annual State Advocacy day- increase in participants and legislators by 15% | 5/1 | Advocacy Committee Chairs and legislative consultant | 2017: Baseline of 9 RTs and 12 Legislators  2018: Cancelled due to weather  2019: Event held June 5 with 20 RTs and 50 Legislators or aids | |  |  | | --- | --- | | 2018 | - | | 2019 | 170% | | 2020 |  | | 2021 |  | | 2022 |  | |
| Publicize advocacy efforts  Recommend deletion due to inclusion in operational plan, charges for Social Media and Advocacy committees. | Communicate to all medical imaging professionals at a minimum quarterly advocacy updates (email blasts, social media, website, cardinal rays or scanner articles) | Begin 2018 and evaluate effectiveness through focus group/surveys in 2020 | Advocacy Committee Chairs, Executive Secretary, Social Media Chairs, Webmaster |  | |  |  | | --- | --- | | 2018 | Waiting on data | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |

**Progress Notes for Goal 2**

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| **Objective** | **2018** | **2019** | **2020** | **2021** | **2022** |
| Serve as a professional resource to preserve and protect licensure/rules | State Advocacy Day was rescheduled as an evening reception for June 5, 2019. The 2018 Advocacy Day was cancelled due to inclement weather. There were 9 RT participants who met with 12 legislators/aides for the 2017 Advocacy Day. |  |  |  |  |
| Publicize advocacy efforts  Recommend deletion due to inclusion in operational plan, charges for Social Media and Advocacy committees. | At the current time, we are awaiting the data for this metric. |  |  |  |  |

**Goal 3: Increase Visibility of the OSRT**

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| **Objective** | **Benchmark** | **Metric** | **Responsible Person(s)** | **Progress Notes and Budgetary Implications** | **Progress** |
| Increase presence on social media | A. 10% increase for all social media posts, followers, etc.  B. Create Instagram and LinkedIn accounts by 2019 | 5/1 annually | Social Media Appointees |  | |  |  | | --- | --- | | 2018 | Instagram and LinkedIn accounts created. Specific data for social media is found below with 2018 data serving as the baseline information. | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |
| Increase presence on social media | 10% increase in hits to OSRT webpages (eg: membership, news page, Annual Meeting, etc) | 5/1 annually  Requested data from webmaster | Webmaster | Home page, application, annual meeting, Education Connex, News | |  |  | | --- | --- | | 2018 | There has been some issues for this metric. There was corruption with the data for 2018 and it cannot be recovered. Need to collect webpage data on a monthly basis so there is no loss. | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |

**Progress Notes for Goal 3**

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| **Objective** | **2018** | **2019** | **2020** | **2021** | **2022** |
| Increase presence on social media | An Instagram and LinkedIn account was created for the OSRT.  Facebook: 15.5% (885 to 1024)  Twitter: 241 Followers  Instagram: 135 following and 85 followers  LinkedIn: 19 connections |  |  |  |  |
| Increase presence on social media | OSRT website was in transition for first half of 2018. This data will be collected for the Jan. 2019 BoD meeting. |  |  |  |  |
|  | Home Page-  Application-  Annual Meeting-  Education Connex-  News-  Some of the data for 2018 was corrupt and unable to gather. The data will be provided at the post-annual meeting when there is time to collect. |  |  |  |  |
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**Goal 4: Advance Scholarly Activity in the Profession**

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| **Objective** | **Benchmark** | **Metric** | **Responsible Person(s)** | **Progress Notes and Budgetary Implications** | **Progress** |
| Expand scholarly activity of members  Recommend deletion due to member disinterest in presentation/publication workshops. | One mentee publication or presentation annually | Completion of publication or presentation | Education Comm. | 2018: 1 member presented at 2018 OSRT Annual Meeting and 1 member published a column in May/June Radiologic Technology journal.  2019: | |  |  | | --- | --- | | 2018 | Met | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |
| Expand educational opportunities | One online CE offering annually (first one by 9/30/18, then two per year from 2019-2022) | Completion by 9/30/18 and 5/1 following years | Education Comm. | 2018: No online CE offered  2019: | |  |  | | --- | --- | | 2018 | Not met | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |
|  | Two modality CE offerings annually | 5/1 | Education Comm. | 2018: MR and CT for 17 CEs  2019: Mammography Session for 5 CEs | |  |  | | --- | --- | | 2018 | Met | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |
| Develop and offer professional development activities to meet ARRT CQR requirements | Six CE CQR sessions annually (start with RAD) | 5/1 | Education Comm. | 2018: CT & MRI for 17 CEs  2019: Mammography for 5 CEs and Radiography for 4 CEs (Annual Meeting) | |  |  | | --- | --- | | 2018 | Met | | 2019 | Met | | 2020 |  | | 2021 |  | | 2022 |  | |

**Progress Notes for Goal 4**

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| **Objective** | **2018** | **2019** | **2020** | **2021** | **2022** |
| Expand scholarly activity of members  Recommend deletion due to member disinterest in presentation/publication workshops. | Tricia Rounds (2018 Leadership Academy) presented at 2018 OSRT Annual Meeting and Kristin Seitz published a column in May/June 2018 Radiologic Technology (Maximum Spatial Gradient and  Implant Safety in MR Imaging) | Tricia (Rounds) Upton presenting at 2019 Annual Meeting and Eric Charlton (2019 Leadership Academy) is 2019 Annual Meeting back-up speaker |  |  |  |
| Develop and offer professional development activities to meet ARRT CQR requirements | There were 17 CT & MR CE CQR offerings for 2018. | 2019 Annual Meeting offerings for RAD CQR – Physics FUNdamentals; Head, Spine & Pelvis Radiographic Procedures; An Overview of Special Orthopedic Imaging; The “I” in Iodine |  |  |  |
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**Goal 5: Foster a Culture of Professional Leadership**

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| **Objective** | **Benchmark** | **Metric** | **Responsible Person(s)** | **Progress Notes and Budgetary Implications** | **Progress** |
| Create a succession plan for contracted staff | 2019: Executive Secretary  2020: Financial Manager  2021: Webmaster | One and done | Executive Committee, contracted staff | Stipend provided for training for incoming Exec. Secretary. | |  |  | | --- | --- | | 2018 | Successor for Exec Sec was hired and began training end of 2018. | | 2019 |  | | 2020 |  | | 2021 |  | | 2022 |  | |
| Advance students into leadership roles | 25% two years after completion of Student Leadership Program | Yearly Eval of involvement  5/1 | Executive committee, student liaison | 2018: (2016 Grads) 0 out of 4  2019: (2017 Grads) 0 out of 3  2020: (2018 Grads) | |  |  | | --- | --- | | 2018 | Not met | | 2019 | Not met | | 2020 |  | | 2021 |  | | 2022 |  | |
| Advance Leadership Academy graduates into leadership roles  (minus student leaders and BoD after 2018) | 30% two years after completion of Leadership Academy | Early Eval of involvement 5/1 | Executive committee, student liaison | 2018: No data because first graduating class was 2017  2019 (2017 LA): 4 out of 9  2020 (2018 LA): | |  |  | | --- | --- | | 2018 | - | | 2019 | 44% | | 2020 |  | | 2021 |  | | 2022 |  | |

**Progress Notes for Goal 5**

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| **Objective** | **2018** | **2019** | **2020** | **2021** | **2022** |
| Create a succession plan for contracted staff | Lauren Huffman was selected as the successor as the Executive Secretary. She began training fall 2018 and will assist at the 2019 Annual Meeting. |  |  |  |  |
| Advance students into leadership roles |  |  |  |  |  |
| Advance Leadership Academy graduates into leadership roles  (minus student leaders) | No data because first graduating class was 2017. | Cindy Davis, Nicole Douglas, Kristin Seitz to the BoD and Po Hu as committee chair |  |  |  |

**Glossary**

**Active member:** Active Members will be those members who are registered by the American Registry of Radiologic Technologists (ARRT) or its equivalent, or hold an unrestricted license under state statutes. They have all rights, privileges and obligations of membership including the right to vote, debate, and hold office in the Society, and serve as a delegate in the ASRT House of Delegates.

**Student member**: Student Members will be those student technologists who are enrolled in a primary medical imaging or radiotherapeutic program accredited by a Joint Review Committee or equivalent. Eligibility for student membership shall terminate on initial certification or discontinuation of such education. Student Members shall have all the obligations and privileges of active members except the right to vote or hold office

**Matriculation:** Students that inform the OSRT (or change their status online) that they are now are R.T.s with active status prior to 9/1 after graduation. The following formula is utilized to calculate conversion of student member to active member:

**(Total number of student members one year ago – Total number of students who didn’t rejoin as full members) / Total number of student members one year ago**

**Retention:** Number or percentage of active members who remain members the next year. It is calculated with the following formula:

**(Current total number of members – New members) / Total number of members one year ago**

**Scholarly activity**: A scholarly activity would include such things as a publication (article), presentation, case study presentation, essay submission, or poster submission.

**Leadership roles**: Leadership roles include, but not limited to, committee chair, committee vice-chair, or appointee.