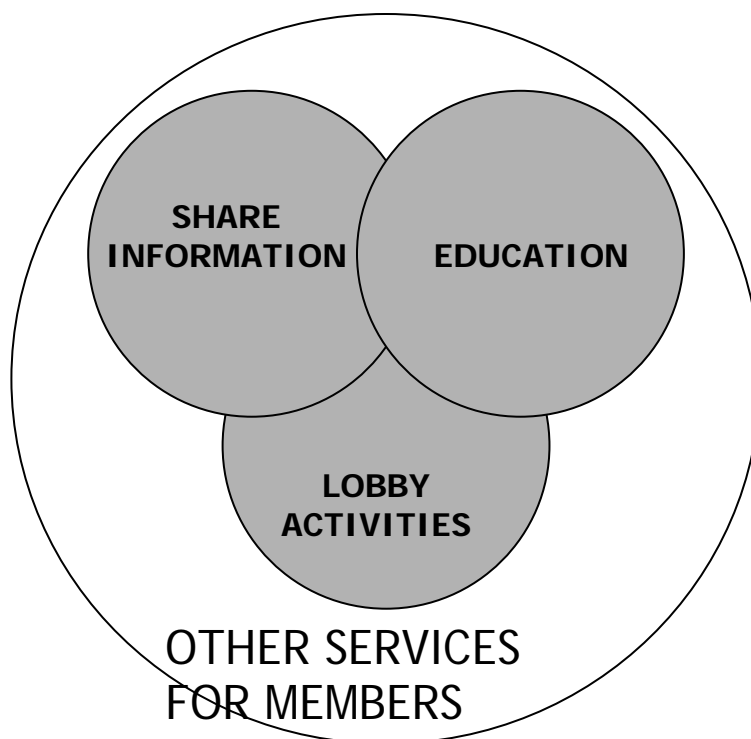


**Wisconsin EMS Association**  
***“Your Voice For EMS”***

**Strategic Plan**  
**2000 - 2004**



**October 1999**

The Wisconsin EMS Association has developed the Association's third Strategic Plan, this plan for 2000 – 2004. Association Board members participating in the October 22 – 23, 1999 sessions were: Richard Meeker, President, Don Hunjadi, Executive Manager and Board Members: Paul Blount, Mark Madigan, Tom McCarrier, Grace Merrill, Mary Schilder, Larry TeStroette and Timothy Weir.

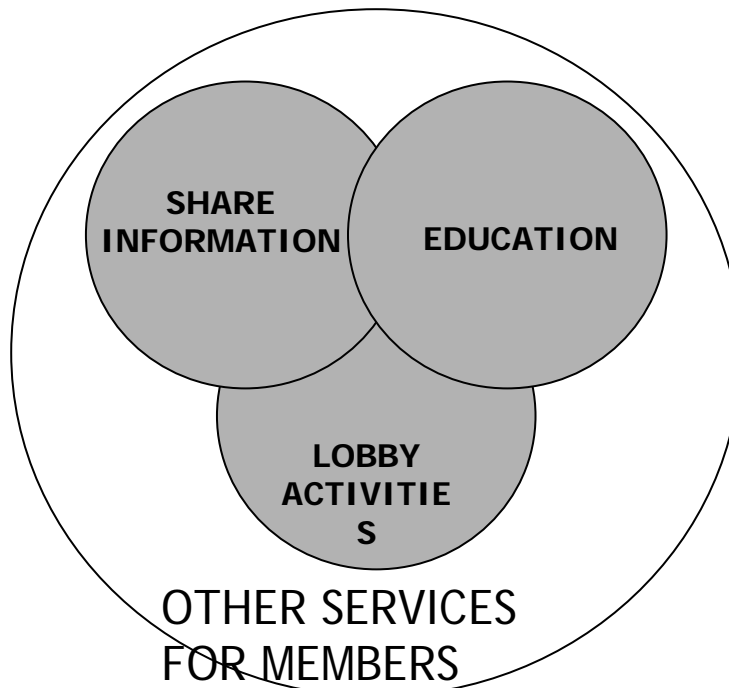
**Vision Statement and Association Slogan:**

## **“Your Voice for EMS”**

**Mission Statement:**

**The Wisconsin EMS Association represents and supports the views and interests of our membership in Wisconsin communities by promoting education, sharing information and facilitating legislative action.**

[Revised 10-99]



# GENERAL STRATEGIC GOALS & OBJECTIVES:

- Expand membership: number, diversity, services to members
- Expand Association influence, power and political activity
- Be better prepared to meet member needs
- Infrastructure: financial stability, adequate staffing
- How to gain 'respect' as the responsible organization?
- Improved communication dissemination
- Board: quality membership representing all geographical areas and organizations; members are dedicated, initiating, develop ties with key competing groups/associations; are responsible for initiating actions and maintaining momentum.

## Action Plan

	2000	2001	2002	2003	2004
<b>Membership:</b>	3500 total	+500	+500	+500	+500
	[note: there are 300 services that are not currently members; and more than 14,500 EMT's and First Responders in WI]				

<b>Member Services:</b>					
	Buying groups	'Town-Hall' offerings			
		Templates			
Member Survey of key information		Yes		Yes	

<b>Education:</b>					
Improve public education and awareness	Mgt. 101 – niche offerings	Mgt. 101 – niche offerings	Mgt. 101 – niche offerings	Mgt. 101 – niche offerings	Mgt. 101 – niche offerings
EMS Training Sites	Interface with EMS training centers				
First Responder Re-education & Continuing Education	Increase emphasis until completed ~ 2004				

	2000	2001	2002	2003	2004
<b>Conferences</b>	Increase attraction to all EMS/1 <sup>st</sup> Responder members				

<b>Sharing Information</b>					
	Broaden for Assn. members	Broaden for Assn. members	Broaden for Assn. members	Broaden for Assn. members	Broaden for Assn. members
		Information video-tape			
<b>Special Task Force</b>	Coordinate Association meeting on current topics/issues w/Amer. Heart, Emer. Nurses Assn., PFFA, Emer. Phy., dispatchers, Prof. Fire Chiefs, others				

<b>Legislative Action</b>	Monitor issues/impact – EMS education Impact on EMS in general
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<b>Office Staffing</b>					
Office Assistant Support Hours	>20-30				Full-time
Members Services Hours: Assistant for Marketing, Project Management, General Services	~20 hrs.		~30 hrs.		Full-time

<b>Contract Services:</b> Lobby, legal, conference arrangements, etc.	Increase as needed
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The following is a summary of responses to questions concerning Opportunities, Threats and Challenges facing the Association for the next few years. This list is not exhaustive and should be updated on at least an annual basis.

### Opportunities:

- Presenting WEMSA to students in the various EMS programs throughout the state, especially earlier in their programs.
- Increase the balance of services provided by the Association.
- Increase the balance of members of the Association with more Service members, students and First Responders.

### Challenges:

- Recruiting and retaining effective board members.
- Increasing the Association paid staff.
- Board diversity.
- Education of members – need to strengthen and have more structure.

## **Challenges [cont'd]:**

- Political awareness – increasing board and member awareness of the necessity for more political action from a broader constituency of the Association.
- ALS – wider distribution.
- The Association is better prepared to ‘follow-through’ on commitments.
- Increase interaction and ‘work’ with competing organizations.
- Member’s time for Association activities increasing conflicting with other challenges, e.g. family, more education, other association, work, etc.
- Expanding skill requirements for all EMT levels through changes in the laws – need for more lobby and education of legislators and members.
- How to communication with ‘new’ as well as potential members, e.g. web, e-mail, videos, etc.
- Better interface with local associations and area groups.
- Getting board members to follow through on actions.
- Education of EMS management at the local level – especially in the smaller, rural units.
- How to help local services to justify a ‘service membership’ in the Association.
- Funding – maintaining adequate and continuing Association Funding.
- Rapidly changing health care reimbursement impact on local EMS providers.
- How to collect and analyze EMS data from local agencies.
- The professions versus volunteer EMS, and the public versus private services.

## **Competition:**

- Professional Fire Fighters Association
- Provider Alliance in Fox Valley
- PSOW [Paramedic Systems of Wisconsin]
- JEMS [Journal of Emergency Medical Services]
- Other conferences
- State of WI EMS Office

## **New and/or enhanced services:**

- Group buying
- Consulting services or sources of consulting services
- Management training
- Recruitment of EMS personnel
- Staffing
- Increased Association office services
- Education of legislative issues
- Insurance – ability to purchase reasonably priced insurance.
- Member directory.