

ASCLS-Minnesota Strategic Plan 2006-2007

ASCLS-Minnesota Vision Statement

The American Society for Clinical Laboratory Science-Minnesota (ASCLS-MN), the state's constituent society of the American Society for Clinical Laboratory Science (ASCLS), as the premiere organization for clinical laboratory science practitioners, provides leadership and promotes all aspects of clinical laboratory science, practice, education, and management at the state level. In keeping with the National Society's goals and philosophy, ASCLS-M strives to ensure excellent, accessible, cost-effective laboratory services for the consumers of health care.

ASCLS-Minnesota Mission Statement

The mission of the American Society for Clinical Laboratory Science - Minnesota (ASCLS-MN) is to promote the profession of clinical laboratory science in Minnesota and provide beneficial services to those who practice it. The society is committed to:

- Promoting high standards in clinical laboratory practice, education, and research.
- Elevating the professional status of those practicing clinical laboratory science through advocacy.
- Promoting mutual understanding, cooperation and networking between clinical laboratory science professionals and professional organizations, physicians, patients, and all others who are employed in the interest of individual and public health.
- Providing and supporting continuing education opportunities for practitioners at all levels.

MEMBERSHIP		
Strategic Issues	Actions	Responsibilities
<p>Increase the number of members in ASCLS-Minnesota by 5%.</p> <ul style="list-style-type: none"> ▪ Recruit new members ▪ Retain current members ▪ Recruit students ▪ Promote cultural diversity ▪ Re-engage lapsed or former members ▪ Transfer student members to First Year Professional (FYP) <p><u>ASCLS Voice – Value-Vision</u> Promotes the VALUE of the clinical laboratory science profession in all arenas possible</p> <p>Strives to be the VOICE for the laboratory practitioner in the workplace, the classroom, the community, the legislative arena, and all for the good health of the public</p> <p>Is actively defining the VISION of the future of the profession</p>	<ul style="list-style-type: none"> ➤ Promote the ASCLS program: Voice-Value-Vision ➤ Promote a friendly, welcoming, and mentoring environment at meetings and at all other opportunities when interacting with new, current, and potential new members. ➤ Actively recruit all Clinical Laboratory professionals (students, scientists, technicians, laboratory assistants, first year professionals and phlebotomists). ➤ Forgo state dues for 1 year for new members. ➤ Assure that new members have a contact person in or near their work area who notifies them of meetings and mentors participation in ASCLS-MN. ➤ Retention of student members to FYPs. ➤ Retention of Emeritus members 	<ul style="list-style-type: none"> ➤ Leadership team will promote the program in the MCLS newsletter, Area meetings, Spring CLC, and other appropriate venues. ➤ ASCLS-MN Leadership team to develop a mentoring program. ➤ Membership Committee with the assistance of all ASCLS-MN members. ➤ Present at area meetings and other appropriate opportunities. ➤ Look at membership list and categories of members and identify target groups. ➤ Membership Committee ➤ Membership Committee will review new members list and report this information on a monthly basis to the Area Directors. The Area Directors will assign mentors to these new members. ➤ Membership Committee will send graduation cards to students with a returnable postcard to let us know their new contact information. ➤ Membership Committee will assist members in transitioning into Emeritus status.

LEADERSHIP		
Strategic Issues	Actions	Responsibilities
Increase the awareness of ASCLS-MN in all laboratory settings.	<ul style="list-style-type: none"> ➤ Assure that members or programs receiving state or national awards are recognized in their workplace via intra and inter departmental communications. ➤ Develop the leadership skills of the ASCLS leadership members. ➤ Promote the ASCLS national initiative for Leadership Academy ➤ Post list of all ASCLS-MN Committees with descriptions on ASCLS-MN website ➤ Develop a more formalized Mentorship Program for ASCLS-MN Leaders. ➤ Hold a leadership seminar retreat 1 day each year. 	<ul style="list-style-type: none"> ➤ Awards Chair will publish winners in the state newsletter. All members are encouraged to contact public relations departments for interdepartmental communication. ➤ ASCLS-MN President will obtain a speaker for the Fall Board meeting and will work with the Spring meeting co-chair to schedule a leadership development session during the Spring meeting. ➤ Leadership Development Committee ➤ All Committee Chairs/Communications Committee ➤ Leadership Development Committee and potentially a taskforce to assist. ➤ Leadership Development Committee with the assistance of the leadership team needs to define skills to be focused on and plan event.

STRENGTHEN REVENUE BASE		
Strategic Issues	Actions	Responsibilities
Develop non-dues revenue sources.	<ul style="list-style-type: none"> ➤ Promote the sale of products with the ASCLS/ASCLS-MN logo. ➤ Utilize the ASCLS-MN vendor partners for sponsorship support. Identify target vendors with strong ASCLS relationships and Minnesota-based vendors. ➤ Be active and provide leadership for the Spring Clinical Laboratory Collaborative. 	<ul style="list-style-type: none"> ➤ Membership Development Team and Area Directors should have promotional items at all ASCLS-MN meetings / continuing education. ➤ Area Directors, Clinical Laboratory planning committees ➤ All ASCLS-MN members. ASCLS-MN will provide a co-chair for the meeting every year.

USE NEWEST TECHNOLOGIES		
Strategic Issues	Actions	Responsibilities
<p>Enhance member services by using electronic communications whenever possible, enhance the web site where possible</p>	<ul style="list-style-type: none"> ➤ Maintain e-mail address list and use electronic communication to communicate to members. ➤ Assess the potential to have a credit card payment method available for promotional items and continuing education sessions/conferences, on the website ➤ Continue to Improve Website: <ul style="list-style-type: none"> ○ Assure that the MCLS is web-friendly and assure that events are posted and publicized in a timely manner ○ Publish Master Schedule of Events on Website ○ Post case studies on ASCLS-MN website ○ Assure Student/Education section is relevant to students ➤ Transition MCLS newsletter into an electronic format ➤ Promote the use of audio-conferences for Board meetings and other ASCLS-MN meetings. 	<ul style="list-style-type: none"> ➤ Communications Committee ➤ Communications and Budget Committees ➤ Communications Committee ➤ Student Forum/Communications Committee ➤ Communications Committee ➤ Board of Directors, all that need to use the technology.

PROMOTE PUBLIC RELATIONS		
Strategic Issues	Actions	Responsibilities
<p>Increase the public awareness of Clinical Laboratory Science within healthcare organization and within the community.</p>	<ul style="list-style-type: none"> ➤ Continue to support the Children’s Miracle Network (CMN) to enhance the impact of ASCLS/ASCLS-MN donations nationally. ➤ CMN presence at all Area meetings through “balloon or football” campaign and “raffle” ➤ Hold silent auction for Children’s Miracle Network at the Spring Meeting. Solicit donations from laboratories, vendors, and schools. ➤ Participate in community activities by providing members for: <ul style="list-style-type: none"> ▪ Health fairs ▪ Personnel recruitment activities ▪ Clinical Laboratory tours ▪ NMLPW activities ▪ Speaking at area schools ▪ Participate in science fair competitions ▪ Girl Scouts and Boy Scouts ▪ Church ➤ Promote ASCLS and CLS at other professional organization meetings/conferences. ➤ Promote “Labs are Vital” www.labsarevital.com ➤ Promote “Lab Tests On-line” www.labtestsonline.com 	<ul style="list-style-type: none"> ➤ ASCLS-MN Leadership Team, Area Directors, and Spring CLC co-chair. ➤ ASCLS-MN Area Directors. ➤ ASCLS-MN CMN co-chairs. ➤ Professional Affairs Committee and all ASCLS-MN members ➤ All members ➤ ASCLS-MN website, Area Meetings, CLC ➤ ASCLS-MN website, Area Meetings, CLC

CLINICAL LABORATORY SCIENCE ADVOCACY		
Strategic Issues	Actions	Responsibilities
<p>ASCLS-Minnesota will promote advocacy for the profession by:</p> <ul style="list-style-type: none"> ▪ Assuring members are informed on issues. ▪ Providing technical advice, defining the scope of practice for CLS, CLT and Phlebotomist ▪ Maintaining professional standards and working for state licensure of CLS, CLT and phlebotomist to achieve professional autonomy. ▪ Encouraging each workplace to require continuing education as a part of performance improvement plans or employee performance reviews. ▪ Promote implementation of the ASCLS Career Model. ▪ Leading in the establishment of laboratory professional licensure. 	<ul style="list-style-type: none"> ➤ Use the MCLS newsletter, leadership mailings, ASCLS-MN website, Region V communications to keep the state membership informed on state and local issues. ➤ Invite elected officials to tour area clinical laboratories. (ie: NMPLW) ➤ ASCLS-Minnesota members who are in leadership roles in their jobs promote ongoing continuing education as a standard of practice. ➤ Lead the medical laboratory profession in introducing a licensure bill to the legislature in 2007. ➤ Encourage participation at the State and National Legislative symposium for all interested members. 	<ul style="list-style-type: none"> ➤ Communication Committee, Leadership Team and Region V Director. ➤ All ASCLS-MN members, Government Affairs Committee will put packet together to assist members in inviting their legislators. ➤ All ASCLS-MN members ➤ Minnesota Laboratory Licensure co-Chairs and ASCLS-MN licensure coalition members ➤ Government Affairs Committee Chair
PROMOTE EDUCATION		
Strategic Issues	Actions	Responsibilities
<p>Promote educational and certification standards for all clinical laboratory science professionals and students.</p>	<ul style="list-style-type: none"> ➤ Support and enhance ASCLS-MN scholarships for students by budgeting funds. ➤ Involve students in ASCLS-MN activities. Promote a “student day” in all areas. ➤ Through the budget, support attendance at the national meeting for at least one student. ➤ Support the ASCLS national collaboration project for the NCA/BOR and promote certification of all laboratorians. ➤ Promote ASCLS-MN members as speakers. ➤ Actively participate in solutions/projects that will help increase the number of clinical sites for CLT and CLS students. ➤ Collaborate and build relationships with Education Directors in both CLT and CLS programs across the state. 	<ul style="list-style-type: none"> ➤ ASCLS-MN Board and Budget Committee ➤ ASCLS-MN Area Directors and Student Forum chair. ➤ ASCLS-MN Board and Budget Committee ➤ Education Committee and MN national representative to the Collaborative Committee dealing with the NCA/BOR. ➤ All members. Scientific Assembly Committee to develop speaker’s bureau ➤ Education Committee and Leadership team. ➤ Education Committee and Leadership team.

PROVIDE LEADERSHIP IN ADDRESSING PERSONNEL SHORTAGES		
Strategic Issues	Actions	Responsibilities
ASCLS-MN will be a leading force in developing strategies to address the personnel shortage.	<ul style="list-style-type: none"> ➤ Actively participate in state efforts to address the personnel shortages. ➤ Continue to be involved in the Health Education and Industry Partnership (HEIP) efforts. ➤ Actively participate in solutions/projects that will help increase the number of clinical sites for CLT and CLS students. 	<ul style="list-style-type: none"> ➤ Education Committee ➤ Education Committee ➤ Education Committee

Respectively submitted by: Mary Jane Eaves September 2000.

Revised by Rick Panning: September 22, 2001. Leadership review on September 29, 2001

Revised by Dan Olson: October 25, 2002. Leadership review on October 26, 2002

Revised by the ASCLS-MN Strategic planning team (led by Rick Panning and Cindy Johnson): August 17, 2004. Leadership review/approval on 9/25/04.

Revised by Carol Johannes: September 30, 2005.

Revised by Paula Snippes: February 28, 2007