

**FLORIDA SOCIETY OF MEDICAL ASSISTANTS
STRATEGIC ISSUES PLAN
2010-2011**

GOAL: RECOGNITION OF CMA CREDENTIAL IN STATE

OBJECTIVE: VOLUNTEER COLLABORATION

STRATEGY: COORDINATE STATEWIDE EVENT

1. CHOOSE A VOLUNTEER OPPORTUNITY THAT IS STATE/NATIONWIDE
2. PRODUCE PRE EVENT PRESS RELEASE SERIES
3. LOGO/T SHIRT STANDARD
4. POST EVENT e-BLASTS TO SELECT HEALTH SOCIETIES, LARGE CLINICS
5. PRODUCE POST EVENT PRESS RELEASE SERIES

It was an honor for this committee to serve the Society in this capacity and help present for consideration goals and objectives to assist in continuance of a strong society with accommodation for growth and future prospects.

Respectfully submitted,

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