



2017-2020 Strategic Plan

Developed by the LPA Board of Directors on September 16-17, 2017

Doubletree Hotel, Irvine, California

STRATEGY #I – CONFERENCE

Action Plan	Further Description	Responsibility
Balance conference budget	<ul style="list-style-type: none"> ● Work with current budget to find areas to trim, including comps, without losing volunteer dedication. 	CMC, President, Exec. Director
Increase sponsorships and donations	<ul style="list-style-type: none"> ● Find specific sponsorships for specific Conference expenses. ● Increase revenue from advertisements. 	CMC, Development Director, Exec. Director
National and Multi-District cohesion	<ul style="list-style-type: none"> ● Align multi-district regionals to support areas not near recent or upcoming National Conferences. 	CMC, Regional Reps, District Directors
Tier 2 city expectations	<ul style="list-style-type: none"> ● Align budget with smaller attendance at Conferences in Tier 2 cities. ● Manage expectations of services and events to align with smaller attendance. 	CMC
Increase conference attendance	<ul style="list-style-type: none"> ● Promote Conference via social media. ● Open registration earlier by one month. 	CMC
Merge conference and national budgets	<ul style="list-style-type: none"> ● Integration of Conference and National budgets, by standing Finance Committee and bookkeeper. ● Oversight from BoD of budgetary process. 	CMC, Finance Director, President, Sr. VP, Exec Director

STRATEGY #2 – SERVING THE MEMBERSHIP

Action Plan	Further Description	Responsibility
Update website to new mobile friendly version	<ul style="list-style-type: none"> ● Mobile friendly navigation and readability of website. 	Membership Director, PR Director, Office Staff, Exec. Director
Implement tiered membership, if approved in Spring 2018 by the bylaw voting process.	<ul style="list-style-type: none"> ● Develop new membership level for supporters of organization. ● Broaden scope to friends and families. ● Planning to add a free membership level with no voting or office holding rights. Eliminate 3-year memberships. And possibly make changes to College Student, Internationals and Seniors 	Membership Director, President
Continue Young Adult Ambassador Program	<ul style="list-style-type: none"> ● Improve existing YAA to mentor teens, instill volunteerism, and develop young leaders within organization. ● Include average height siblings into program. 	Membership Director, Young Adult Coordinator, Teen Coordinator
Improve OWLs program and involvement	<ul style="list-style-type: none"> ● Develop program for OWLS at Conference. ● Create a “council of elders” to improve OWL experience and provide support to current leaders. 	Membership Director, OWLS Chair
Improve Spanish language resources and activities	<ul style="list-style-type: none"> ● Expand presence of Spanish language information on website. ● Integrate Spanish Language program into Orlando Conference including translations. 	Membership Director, CMC, Office Staff
Introduce SIG Facebook pages	<ul style="list-style-type: none"> ● Create focused Special Interest Groups (SIG) within LPA to foster shared experiences and community. 	Interested members, Membership Director, Exec. Director, Office Staff

Improve DAC representation	<ul style="list-style-type: none"> ● Build online presence . ● Exhibit improvement of artists at National conference. 	Membership Director, DAC Chair
Auto-Renewal for charging of credit cards	<ul style="list-style-type: none"> ● Implement automatic membership renewal for annual members. 	Exec. Director, Office Staff
National conference app (have as last action in this section)	<ul style="list-style-type: none"> ● Test beta version of App for information and communication at Conference. 	Membership Director, CMC

STRATEGY #3 - ADVOCACY

Action Plan	Further Description	Responsibility
School mascot Awareness	<ul style="list-style-type: none"> ● Encourage 6 remaining high schools to change name of mascot from m-word 	Advocacy Director, Advocacy Committee
Public education of m-word	<ul style="list-style-type: none"> ● Continue work to educate media, corporations, and public of negativity of m-word. 	Advocacy Director, PR Director, Exec. Director
Implement advocacy tool-kit	<ul style="list-style-type: none"> ● Assist chapters and districts in cohesive checklist for action fighting local m-word events 	Advocacy Director, Office Staff
Draft pharma policy	<ul style="list-style-type: none"> ● Consider and draft policy dealing with new pharmaceutical developments. ● Engage with Pharma, and the prenatal and pediatric communities to promote LPA awareness and education. 	Board of Directors, Exec. Director, MAB

STRATEGY #4 – AWARENESS

Action Plan	Further Description	Responsibility
Develop updated, “A New View”	Update and distribute brochure for new parents of children with Dwarfism	Exec. Director
OB/Geneticist education	Educate medical community that has first contact with new parents of LPA and positive outlook for children with Dwarfism	Exec. Director, President, MAB liaison
Online visibility	Improve Google search placement of LPA, and words relating to LPA (dwarf, dwarfism, short, etc.) for keyword searches.	President, Exec. Director

STRATEGY #5 – PROGRAMS

Action Plan	Further Description	Responsibility
Evaluate survey responses from Summer 2017 survey of past award recipients	<ul style="list-style-type: none"> ● Receive and implement feedback to better target and use available funds for scholarships and grants 	Programs Director
Target local areas surrounding upcoming Conference for Kitchens funds	<ul style="list-style-type: none"> ● Assist members in local community to experience Conference 	Programs Director
Create testimonials	<ul style="list-style-type: none"> ● Solicit and develop testimonials from previous award winners on website to educate and promote these valuable funds and scholarships 	Programs Director, Office Staff

STRATEGY #6 – ORGANIZATIONAL DEVELOPMENT

Action Plan	Further Description	Responsibility
Regional Representatives	<ul style="list-style-type: none"> ● Clarify job description for board regional rep positions. ● Improve communication from Regional Reps to District Directors. 	Regional Representatives, Council of Directors (?), President
Volunteer database	Create volunteer database for entire organization to be accessed nationally, regionally and locally.	Sr. VP
Unify emails	Build cohesive email domain for all LPA office/officer emails.	Exec. Director, Email Committee
LPA Today	Migrate LPA Today from paper to an online version with more frequent issues and timely content. Build communication from National to membership on a more timely basis.	President, PR Director, Office Staff, Exec. Director
Logo and branding	Consider new logo development. Either way (whether new or old logo) a variety of approved logos need to be created for use for different projects and formats, accessible by local and regional officers for their use on fundraising items, outreach, etc...	President, Exec. Director, PR Director