

NJHIMA Strategic Plan 2009 – 2011

Strategic Priority	Measure	Target Date	Responsibility / Actions	Assigned to
Objective #1: Facilitate effective communication between NJHIMA and our members and other stakeholders.	<ul style="list-style-type: none"> Monthly update of Website and CoP 	Ongoing	Individual / committee shall review Cop at the conclusion of each month. Pertinent information for each area shall be posted to the NJCoP.	Executive Board
		Ongoing	Maintain timeliness of information on CoP Changes to NJHIMA website to be communicated to Webmaster and shall be verified within 7 days of submission to assure content is updated.	Director / Delegate (Donna)
	<ul style="list-style-type: none"> Conduct a communication / Education needs assessment survey on a semi-annual basis. 	March / September Annually	Develop / revise Communication / Education Needs survey to be sent to NJHIMA members via Webmaster electronic means twice per year (March and September). The survey will be submitted to the Board for approval of any updates one month prior to distribution. Survey shall be available to members for a 3 week period with minimum of 3 reminder e-mail notices to be sent to encourage participation.	Membership; Education; CRT; and Annual Meeting Chairs
		April / October Annually	Results of survey to be trended and presented at subsequent Executive Board Meeting	Membership Executive Board Members
	<ul style="list-style-type: none"> Send NJHIMA Update to members regarding NJHIMA activities and newsworthy items. 	May / November Annually	Action Plans to be written by Committee Chairs, approved by Executive Board, then communicated to Membership via CoP	Committee Chairs and Directors
<ul style="list-style-type: none"> Send NJHIMA Update to members regarding NJHIMA activities and newsworthy items. 	Alternating Months / 6 times per year	President shall contact Executive Board members to solicit pertinent information for distribution to members and shall scan the environment including AHIMA activities to prepare NJHIMA Updates. Once drafted, the update shall be approved and edited by Executive Board members then submitted to Webmaster for e-mail blast. NJHIMA Updates shall also be posted to CoP.	President, Executive Board	
<ul style="list-style-type: none"> Quarterly Meeting NJHIMA Update 	Each education session	At each education meeting, a minimum of one Board member will provide an NJHIMA update as compiled by the Board.	President / Executive Board Member	

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	<ul style="list-style-type: none"> Update NJHIMA Member e-mail and contact lists Allied Health Outreach 	As scheduled	<p>Compile a list of all NJHIMA members who do not have email addresses in their AHIMA profile or who have invalid email addresses in their AHIMA profile.</p> <p>Compose and mail a letter to each member without a valid email address in their AHIMA profile requesting they update their profile. For those with no email the option will be provided to receive paper communications from NJHIMA.</p> <p>Membership Committee will follow-up on any returned mail by contacting members via phone or send letter to new address if provided by post office and update profile</p> <p>Provide internet access to attendees at NJHIMA annual meeting for updating member profile.</p> <p>Extend invitations to other associations to advertise NJHIMA educational sessions.</p> <p>Identify other organizations with which NJHIMA can hold joint meetings.</p> <p>As part of outreach efforts to other stakeholders, President or President Elect will attend NJHA Allied Health</p>	<p>Membership</p> <p>President / President Elect</p>
<p>Objective #2: Redefine Board of Directors and Committee roles and responsibilities and implement leadership and professional development initiatives.</p>	<ul style="list-style-type: none"> Evaluate NJHIMA Organizational Structure and Volunteer Development Needs 	<p>January – Annually</p> <p>May / June</p>	<p>Evaluate NJHIMA organizational chart to determine if current structure meets the needs of the organization.</p> <p>Assign an experienced Board member with each new Board member for mentoring.</p> <p>Identify list of leadership skills and list of what Board members should know.</p> <p>Conduct a gap analysis of Board leadership skills and knowledge base.</p> <p>Identify list of leadership skills and list of what Board members should know.</p> <p>Develop a self evaluation tool for members of Board and committees to identify appropriate CE and other support to fill the gaps.</p> <p>Identify candidates for national election and submit nominations to AHIMA each year.</p>	<p>President and Executive Board</p>

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	<ul style="list-style-type: none"> Evaluate and update organizational Bylaws and Policies and Procedures 		<p>Review all policies and procedures for accuracy and consistency and update as needed.</p> <p>Review all job descriptions and reporting line of each Board and committee position to ensure that job descriptions are consistent with policies and procedures.</p> <p>Review and revise bylaws as needed and ensure consistency with AHIMA bylaws.</p> <p>Research location of corporate documents for consolidation and scan for permanent storage. Shall be stored at NJHA per contract.</p>	Recording Secretary
<p>Objective #3: Promote and support awareness of HIM profession among stakeholders.</p>	<ul style="list-style-type: none"> Develop Community Education and PHR Awareness Promote Industry and community awareness of the HIM profession and credentials 	June, 2010	<p>Appoint a Community Education Coordinator to oversee community education on the PHR.</p> <p>Community Education Coordinator will identify new PHR presenters and oversee their training.</p> <p>Community Education Coordinator will identify opportunities for presentations and report to the Board and AHIMA as required.</p> <p>Develop an industry recognition program.</p> <p>NJEA convention to see if cost effective/feasible to have a booth</p> <p>Contact NJEA to determine the most efficient and cost effective way to reach members for NJHIMA purposes which may include offering to provide a PHR presentation at NJEA convention.</p> <p>Reach out to High School Guidance Counselors and teachers by sending a letter requesting invitation to career days.</p> <p>Vendor booths at other conferences</p> <p>Develop relationships with media to publicize PHR, education meetings and conferences. We need to determine if we should reestablish the Public Relations Chair for some of these issues.</p> <ul style="list-style-type: none"> Identify local media outlets to submit articles and press releases. 	<p>Community Education Coordinator</p> <p>Board decision</p>

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			<ul style="list-style-type: none"> • Contact local newspapers to find out how to get articles published. • Write articles for publication in local publications. • Send press releases to local newspapers • Contact AHIMA PR Department for guidance in reaching out to media. • Board to discuss reinstating PR committee (Insert Responsible Party) {Insert Goal Due Date} • Establish presence on Facebook, LinkedIn • Identify individual who can develop pages. • Develop content for page. • Post content to page. 	
<p>Objective #4: Facilitate the employment of new graduates from HIM programs at the baccalaureate and associate degree levels, and coding programs at the pre-degree level.</p>	<p>Develop tangible methods to bridge gap between HIM/HIT/Coder training programs with potential employers</p>		<p>Establish taskforce to explore how to best facilitate the employment of new graduates from HIM programs at the baccalaureate and associate degree levels, and coding programs at the pre-degree level.</p> <p>Taskforce will develop an action plan and submit to Board for consideration and approval.</p> <p>Create a committee to develop and implement student workshop. (Recruit) Obtain 1 student per school to participate on committee. (need more detail for student workshop)</p>	<p>Student Committee</p>
<p>Objective #5: Enhance the provision of timely and quality continuing education opportunities that are both accessible and affordable.</p>	<p>Conduct a communication / Education needs assessment survey on a semi-annual basis.</p> <p>Webinar / Audio Conference Development</p> <p>Joint Meetings with other CSAs</p> <p>Coding Round Table Enhancements</p>	<p>March / September Annually</p>	<p>Results of survey to be reviewed with education requests being developed into education offerings as appropriate.</p> <p>Investigate costs and technical specifications for offering webinars, audio conferences and podcasts and report to the Board.</p> <p>Participate in educational offerings by other CSAs.</p> <p>Investigate alternative methods of education.</p> <p>Frequency of meetings – 5 per year plus an dedicated annual meeting track</p>	<p>Education Chair</p>

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Objective #6: Provide financial resources to support our mission by ensuring financial viability and growth.	Maintain financial viability of organization	3/31/2010	Investigate appropriate reserves and implement new policy	Finance Committee