

# AOAO 2022-2025 Strategic Plan

## *Vision Statement*

*AOAO: The Leader in Osteopathic Orthopedic medical education.*

## *Mission Statement*

*To facilitate the education and development of osteopathic orthopedic surgeons to provide the finest musculoskeletal care.*

### **Goal 1: A comprehensive outreach program targeting COM students to start-of-career osteopathic orthopedic surgeons is in place.**

1. Strategy: Initiate new AOAO programming targeted at COM students, residents, and fellows
2. Strategy: Enroll new Residents in AOAO – value proposition (forum for publishing, poster presentations , Journals, etc.)
3. Strategy: Establish a mentoring program

### **Goal 2: AOAO is a premier provider of continuing education for orthopedic surgeons (can be measured in terms of attendance and evaluations).**

1. Strategy: Differentiate the format and content of AOAO's fall and spring meetings.
2. Strategy: Improve meeting experiences for speakers and attendees.
3. Strategy: Expand educational offerings beyond current AOAO meetings.

### **Goal 3: All osteopathic orthopedic surgeons value the AOAO as their primary societal home.**

1. Strategy: Finalize consistent AOAO identity and branding statements and accompanying collateral.
  2. Strategy: Launch an AOAO identity/awareness building campaign to members non-members, physician extenders, other specialties, and patients.
  3. Strategy: Build AOAO's relationships with Program Directors.
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**Goal 4: A comprehensive set of social media and in-person networking opportunities are in place to facilitate relationship building amongst AOA members.**

1. Strategy: Increase AOA's social media presence through relevant channels.
  2. Strategy: Provide new and expanded networking opportunities at AOA events and meetings.
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