

MSHP Strategic Plan 2009-2010

- Member Recruitment/Retention
 - Focused recruitment at Oxford Campus (Students and Faculty)
 - Survey, analyze, improve membership retention rates
 - PTCB tracking for new members
 - Personalize Recruitment Phase Two: Welcome Letter, New Member Packet, Leadership Roster, Follow up to involve on committee at 6 months, Recognize new members on MSHP website.

- Electronic Information Sharing
 - Enhance promotion of MSHP website.
 - Membership Database

- Preceptor Development via annual CE at minimum

- Continue Residency Development Efforts
 - RLS partnership with NMMC
 - Explore efforts to collaborate with Health-Systems to develop additional residency programs.
 - Serve as mentors for pharmacy students preparing for residency applications.

- Collaborate with ASHP to explore technician training initiatives.

- Increase Visibility of Innovative Practices
 - Publish Best Practices on MSHP website.
 - Innovative Pharmacy Practice Award Recipient to present at following year's Annual Meeting.

- Reintegrate Past Officers/Involved Members
 - Retired Pharmacists

- Improve Membership Satisfaction
 - Surveys
 - Ideas for improvement submission on website
 - Return on Investment

- Develop Actions to Support and Advance Pharmacy Practice in Mississippi
 - Pharmacy Practice Act
 - MSHP Political Action Committee (MSHP-PAC)
 - Partner with other state pharmacy associations.
 - Develop process to enhance grassroots efforts with membership
 - MTM Development

- Create and promote the MSHP Community Action Team
 - Create opportunities for membership to be involved with their community.
 - Create Groundhog Day for high school students to experience Health-System pharmacy.