

AMERICAN SOCIETY FOR CLINICAL LABORATORY SCIENCE- TENNESSEE STRATEGIC PLAN

ASCLS-Tennessee serves as the **VOICE** of its members, promoting the **VALUE** of our profession and its role in providing quality healthcare, and provides a **VISION** for the future for the profession and its members. In this quest, ASCLS-TN has developed a strategic plan to accomplish its goals in service to its members and the profession at large.

I. PROFESSIONAL IMAGE

Rationale

The profession of Clinical Laboratory Science constitutes a critical component of health care and its members have valued expertise in the laboratory field. However, its professional image, to outsiders and even to some within the profession, is unclear. The profession should foster the evolution of an image that reflects the clinical laboratory professional as a proud member of the health care team. It should also declare the clinical laboratory professional as competent to discuss, from a unique knowledge base, relevant aspects of patient care, and the profession as one which is adding to its own body of knowledge.

Strategies

- A. Design avenues to increase public awareness of laboratory professions.
- B. Promote National Medical Laboratory Professionals Week.
- C. Collaborate with other laboratory professional organizations to enhance our professional image.
- D. Encourage educational programs to address professionalism as an integral part of the curriculum.
- E. Promote professional value and involvement to all laboratory personnel.

II. MEMBERSHIP

Rationale

In order for ASCLS-TN to perform the functions of the societies, active members must develop a professional identity and a desire to improve the profession. The societies must prove to the members of the profession at large that the benefits of membership and the value of working toward joint goals are worthwhile.

Strategies

Membership Recruitment Committee

- A. Recruitment of Professional Members
 1. Develop a recruitment plan to increase ASCLS-TN membership.
 2. Encourage members to recruit non-member co-workers to become ASCLS-TN members and nurture their participation and growth in the organization.
 3. Recruit industry representatives to become members of ASCLS-TN.
 4. Distribute the Beginner's Guide to ASCLS to explain society hierarchy to all new members.
 5. Contact new members to encourage participation in the organization.

- B. Recruitment of Student Members
 - 1. Contact all students to make them aware of the benefits of ASCLS-TN membership and the contributions that they can make to the organization.
 - 2. Support ASCLS-TN student activities.
 - 3. Develop a comprehensive list of scholarships available for CLS/CLT students and the criteria necessary for each.
 - 4. Distribute the Beginner's Guide to ASCLS to explain society hierarchy to student members.

Membership Services Committee

- A. Retention of Existing Professional Members
 - 1. Develop a campaign to increase membership retention.
 - a. Contact all lapsed members to encourage them to renew their memberships.
 - b. Contact former members of ASCLS/ASCLS-TN to encourage them to join again.
 - c. Contact all those who renew their memberships, congratulating them on their commitment to professionalism.
 - 2. Ask members to become involved in the activities of ASCLS-TN to the extent they are able.
 - 3. Match member's gifts and abilities to organizational activities.
 - 4. Recognize the achievements of members through awards and/or certificates.
- B. Transition Student Members to First Year Professional Members
 - 1. Contact all graduating students to encourage continued membership in ASCLS-TN.
 - 2. Remind students of the half-price first year professional membership dues as an incentive to maintain membership.
 - 3. Ask student members how they would like to be involved as they begin their professional careers.

III. PROFESSIONAL RECRUITMENT AND RETENTION

Rationale

Changes in the environment are affecting manpower needs. Many members of the profession are being pulled into other areas of the hospital or are being recruited away from clinical laboratory science altogether. The need for competent practitioners is rising and it becomes increasingly necessary to recruit talented young persons into this career.

Strategies

- A. Effectively use any appropriate recruitment/marketing tools to promote CLS/CLT as a desirable profession.
- B. Increase available scholarships for enrolled and prospective students.
- C. Support efforts to document the personnel shortage in Tennessee.
- D. Encourage career enhancement/advancement programs to improve retention such as those defined in the ASCLS Career Ladder document and proposed Advanced Practitioner Model.

IV. LEADERSHIP DEVELOPMENT

Rationale

The success of ASCLS-TN depends on the strength of its leaders. As with any organization, it is inefficient to rely on the unpredictable emergence of leaders. ASCLS-TN should develop systems to encourage and develop leadership traits within its members by establishing a coordinated society plan whereby ASCLS-TN recognizes, nurtures, educates, and mentors those individuals with leadership potential.

Strategies

- A. Structure a leadership development program.
 - 1. Provide a specific leadership development seminar at each state meeting.
 - 2. Inform all members about society organization and opportunities for involvement.
 - 3. Encourage involvement of newly-active members by emphasizing professional growth opportunities.
- B. Utilize Keys to the Future Awards to recognize individuals with leadership potential.
- C. Sponsor individuals with leadership potential to participate in the ASCLS Leadership Academy, when possible.

V. ASCLS-TN ANNUAL MEETING/CONTINUING EDUCATION

Rationale

A basic function of this society is to provide continuing education to members at a reasonable cost that will improve the quality of clinical laboratory professionals and therefore the profession.

Strategies

- A. Provide meaningful continuing education for the state's laboratory professionals through the annual spring meeting and other opportunities.
- B. Provide member-developed materials for continuing education opportunities as revenue making projects.
- C. Collaborate with industry partners on educational projects of mutual benefit.
- D. Award PACE credit for completion and attendance at all of the continuing education projects sponsored by ASCLS-TN.

VI. SCIENTIFIC ASSEMBLIES

Rationale

ASCLS-TN scientific assemblies should be the basic source of information regarding the specific disciplines contained within the profession of clinical laboratory science. Each scientific assembly should be active in the achievement of all society goals and should give laboratory professionals the opportunity to obtain the necessary technical information to represent the society and themselves in a professional manner.

Strategies

- A. Identify persons who will commit to activate/coordinate individual SAs.
- B. Allow for more meaningful input from society scientific assemblies.
 - 1. Regularly assess member continuing education needs.
 - 2. Serve as a resource for speakers on scientific or technical topics of interest to the public and medical community.
 - 4. Act as a resource in the development of the scientific program of the ASCLS-TN Annual Meeting
- C. Develop plans and recommend CE programs and topics for revenue making

- projects to meet member needs.
- D. Identify the recipient of any revenue from special continuing education projects.

VII. LEGISLATIVE/REGULATORY ISSUES

Rationale

ASCLS-TN and the profession it represents cannot survive without involvement in the legislative and regulatory issues that directly affect the laboratory. It is vital that ASCLS-TN members are well informed of the issues and are cognizant of the need for a timely and well-organized response to the issues, when necessary.

Strategies

- A. Actively participate in issues involving the Tennessee Medical Laboratory Board
- B. Implement a key contact network which can communicate and act effectively and efficiently whenever necessary.
- C. Promote awareness and attendance at the annual ASCLS Legislative Symposium.
- D. Educate members about the function and purpose of the ASCLS Political Action Committee.

VIII. YOUNG PROFESSIONALS

Rationale

Young professionals represent the future of our profession and ASCLS-TN. We must recognize and respond to the issues of importance and needs of these individuals to ensure the continued viability of ASCLS-TN.

Strategies

- A. Develop strategies to transition current student members to professional status.
- B. Develop mechanisms to mentor students and first year professionals to prepare them for leadership roles in the profession.
- C. Contact persons who have been licensed as CLS/CLT in Tennessee in the past five years through Licensing Board data to encourage membership and active participation in ASCLS-TN activities.

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Approved: