Revised Mission Statement:

The mission of OSPA is to

- build and sustain a diverse community of Oregon poets
- provide Oregon poets opportunities to exchange ideas and learn from one another
- further the appreciation of poetry throughout the state
- raise awareness of Oregon poets

Goals:

Increase and diversify membership
Reassess, define, and clarify opportunities for members
Strengthen OSPA’s public relations, communications, and public access

Goal #1: Increase and diversify membership

Outcome Objectives
- Connect with other state literary groups
- Connect with other state poetry societies
- Change name to avoid confusion with Oregon State University
- Build our technology resources (better web site [see Utah State Society], Facebook page, app for downloading, etc.)
- Streamline process for joining
- Visiting emissaries to all parts of the state (conversations, focus groups)
- Switch the fall conference to September
- Allow both membership and conference fees to be paid on the web site (and later on, contest fees and goods)

Goal #2: Opportunities for members

Outcome Objectives
- Recognition for volunteers
- Opportunities for training for volunteers
- Opportunities for training for interns
• Maintain a pool of dedicated volunteers with a variety of skills
• Create Chapter/Unit sections on the web site
• Provide financial aid for those in need
• Provide discounts for members at society and society-sponsored activities, as well as other events (connect with communities)
• Hold workshops throughout the year that provide training, mentoring, and educational value

Goal #3: Communications and Publicity

Outcome Objectives
• Better define who we are on the web site
• Starting with the Winter 2010-2011 newsletter, switch to an e-newsletter
• Create an inclusive logo and begin using and selling goods featuring that logo
• Create a motto (can have an annual contest [or every other year] to create)
• Have events worthy of a huge PR blitz
• Fundraising and good works
• Create a local radio and/or TV show
• Connect to speakers’ bureaus throughout the state