

## Vision Committee

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Revised Mission Statement:

The mission of OSPA is to

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- 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