



## Strategic Plan 2024 – 2026

**Goal #1 – The PA History Society will collect, assess, and preserve relevant historical information about the PA profession.**

### Objectives

#### 1.1: Continue to expand the Society's relevant historical holdings.

1. Increase Biographies featured on website at least 30 new biographies per year:
  - a. Review and modify the current process for choosing individuals for biographies to assure distribution by geography, PA program, leadership roles, and innovation.
  - b. Trustees and Historian to work with chosen individuals to complete and edit biographies and obtain from those individuals' relevant personal items such as photos, newspaper clippings and correspondence.
2. Increase Oral Histories featured on the website by at least 15 new oral histories each year:
  - a. Continue conducting oral histories at national and local meetings, events, conferences (minimum two at AAPA Annual Conference and two at PAEA Educational Forum).
  - b. Continue to revise guidelines and train and engage board members and Historian in ways to conduct oral histories using the latest available technology.
3. Continually increase Photograph and Video collections:
  - a. Inventory existing collection to identify events for which PAHx Society does not yet have photos of, such as key events in early years of PA profession.
  - b. Engage the leaders of four cross-organizations to create a strategy that will result in effective, regular sharing and archiving of photographs and videos of leaders, events, conferences, board meetings, award ceremonies, etc.
    - i. Request an invitation to a meeting of the cross-organization leaders to discuss strategy development.
    - ii. Plan a special Historian Boot Camp focused on the leaders of the cross-orgs and invite them to attend.
4. Increase the PAHx role in helping AAPA constituent organizations capture their history, give them ongoing guidance, and request materials from them on a quarterly basis for our archives:

- a. Encourage constituent organizations to create their own timelines and then link them into the PAHx timeline for the profession. Parallel the people / leaders of those organizations and their transitions into the national level: streamline this information to the website.
5. Continue to increase Museum & Library Materials and effectively disseminate information about new Materials:
  - a. Develop a schedule for posting messages on appropriate communication channels (social media, NCCPA NewsBlast, PAHx website & newsletter) requesting personal papers, museum materials and other items of historical interest.
6. Revise guidelines for determining what items should be digitized and made available online.

**Goal #2 – The PA History Society will disseminate historical information about the profession.**

**Objectives**

**2.1: Increase services, products, and the dissemination of information.**

1. Increase PAHx's participation and exposure of products and services by participating in new conferences and/or distributing the PAHx brochure, book postcards & flyers.
2. Continue to exhibit at PAEA Forum & AAPA Annual Conference.
3. Exhibit and/or give a short historical presentation at AAPA pre-PA student event.
4. Confirm NLM Banner set for PAHx to be on loan.
5. Disseminate the Society's short video (Goal 4.2a) on the PA History Society:
  - a. Promote to the AAPA Student Academy.
  - b. Share it each year with the new PAHx Student Trustee to educate them on the mission/vision.
6. Trustees to develop targeted marketing strategy for AAPA constituent organizations.
7. Create a 'digital' exhibit on the history of the PA profession that can be emailed to PAHx Associates to be used for student orientation, graduation, anniversary events, white coat ceremonies, university libraries, etc.

**Goal #3 – The PA History Society will promote the PAHx and its resources.**

**Objectives**

**3.1: Expand, support, and enhance historical projects relevant to the PA profession.**

1. Promote how faculty, researchers, the PA community, etc. can utilize the PAHx archives and the types of support that the PAHx can offer. (Examples of support: PA students writing a thesis, PA faculty and researchers, etc.).

2. Update and rebrand the PA Historian Boot Camp:
  - a. Develop a one-hour and/or 4-hour CME session.

**3.2: Participate in presentations on PA History.**

1. Develop and submit 1-2 poster session presentations for PA audiences at AAPA and PAEA conferences.
2. Continue to provide Trustees with presentations for their use at state chapter conferences, speaking engagements, etc. (presentations to students to include why history matters, how it applies to the recent graduates, how to get involved, etc.)

**3.3: Maintain and enhance Toolkits and Learning Modules for Program Associates.**

1. Update the Educational Learning Modules.
2. Review and update annually the PAHx exhibits (online, headquarters & Stead Center, and presentations.)

**Goal #4 – The PA History Society will increase stakeholders’ utilization of resources to accomplish the organization’s Mission and Vision.**

**Objectives**

**4.1: Increase engagement by stakeholders.**

1. Maintain and expand the number of PA programs and constituent organizations at the annual Associate Level.
2. Increase Trustee interactions with stakeholders.
3. Trustees are encouraged to participate in at least one of the giving programs and promote them as appropriate:
  - a. “Annual Circle of Friends”
  - b. “Lifetime Circle of Friends”
  - c. “Legacy Circle”

**4.2: Continue to develop products for PAs and PA programs such as:**

1. Produce a video on PA history:
  - a. Create a short video on the PA History Society and the profession’s history that is promoted to the AAPA Student Academy
2. PAHx Lapel Pins, White Coat Ceremony and Graduation Memorabilia and PAHx “Welcome to the PA Profession” Student Certificate.
3. Educational Materials/Toolkits/Learning Modules.
4. Develop items for the AAPA & PAEA conferences to be sold at the PAHx booth.
5. Provide guidance of recommended premiums (give-a-ways) to PA programs and PA organizations celebrating significant anniversaries and events.