



# **MSSNY Proposed 2022 Budget**

**for MSSNY Council + Trustees**

**Dr. Joseph Sellers**, President

**Dr. Mark Adams**, Treasurer

**Dr. Arthur Fougner**, Chair, Board of Trustees

**Dr. Andrew Kleinman**, Budget Committee Chair

**Troy Oechsner**, EVP

January 12 + 13, 2022

# Proposed Budget Supports Key Priorities



**INCREASE  
MEMBERSHIP**



**GROW NON-  
DUES  
REVENUE**



**REDUCE  
UNNECESSARY  
EXPENSES**



**ENHANCE +  
ADVOCATE A  
PROACTIVE  
AGENDA**

# Goal #1 - Increase Membership

**\* Refine Value Proposition + Dues Structure**

Upgrade  
Member  
Database

Revamp  
Website

Sales and  
Marketing Plan

# Goal #2 Grow Non-Dues Revenue

## Grants

- Hire Grant Writer
- Pursue Grants

## Meetings

- Increase Sponsorships

## Benefits

- Promote Existing
- Identify New

# Goal # 3: Reduce Unnecessary Expenses

**Save on Office Rent** – Size +  
Price: Albany + Westbury

**Meetings:** Most Virtual

**Improve Staff Efficiency:**  
Better use of IT, redeploy

**Renegotiate** Equipment, Supplies  
and Service Contracts



# Develop + Advocate a Proactive Agenda

Strategic Planning

Diversity, Equity and Inclusion

Media

Focused Issue Selection

Public Health: CPH, P2P, COVID, ...

**TOGETHER WE  
CAN MAKE A  
DIFFERENCE**

