



Update on MSSNY Goals and Measures

to MSSNY Council
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Summary of Key Priorities



**Increase
Membership**



**Grow Non-Dues
Revenue**



**Reduce
Unnecessary
Expenses**



**Enhance +
Advocate a
Proactive
Agenda**

Goal #1 - Membership: Key Areas



Create
Membership Plan



Upgrade IT



Ease Path to Join



Refine Value
Proposition

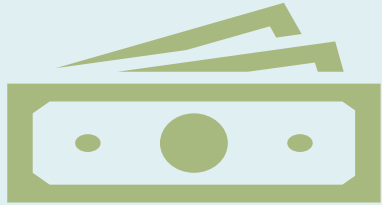


Hire/Train Staff



Improve County
Involvement

Goal #2 Grow Non-Dues Revenue



Grants

Revive MESF

Hire Grant Writer

Pursue Grants



Meetings

HOD Sponsors

Presentations



Benefits

Promote Existing

Identify New

Goal # 3: Reduce Unnecessary Expenses

Office: Price Reduced: \$1M+ Over 5 yrs

- ✓ Albany = save \$707K
- ✓ Westbury = save \$325K

Meetings: Use of Virtual

- ✓ Council/BOT Saving ≈\$100K+

Improve Staff Efficiency:

- Automate Membership, Financial (in process)
- Redeploy to recruit, engage, retain (in process)

Renegotiate Equipment, Supplies, Services

- Phones (≈\$35K over 3 yrs)
- Postage machines (≈\$18K)
- Copiers (≈\$14K)
- IT Support (≈\$12K)
- Office supplies (≈\$2K)





**STRATEGIC
PLANNING**



**DEEPEN
STAKEHOLDER
COALITIONS**



**ENHANCE MEDIA +
COMMUNICATIONS**



**FOCUSED
ISSUE
SELECTION**



**THOUGHT
LEADER
ADVOCACY**

**Develop +
Advocate a
Proactive
Agenda**



Together
we can
build
MSSNY