

Mid-Atlantic Regional Chapter ACSM (MARC-ACSM) Strategic Plan for 2025-2028

Mission: Educate and empower professionals to advance the science and practice of health and human performance within the Mid-Atlantic Region (DE, MD, NJ, NY, PA, W.D.C., WV).

Vision: Extend and enrich lives in the Mid-Atlantic Region through the power of movement.

Values: The following are the values of MARC-ACSM:

Integrity: MARC-ACSM is guided by strong ethical principles, founded in honesty, trust, and evidence-based practices, which are objective, balanced, and responsible.

Collaboration: MARC-ACSM fosters varied perspectives, encourages participation, shares knowledge and resources, and supports members, staff, and stakeholders to achieve better outcomes and greater impact.

Transparency: MARC-ACSM openly shares information, ideas and expectations and creates an environment for open and honest communication.

Accessibility and Belonging: MARC-ACSM embraces membership engagement and strives for equal opportunity and access across our community.

Overarching Strategic Plan Goal: MARC-ACSM's overarching goal is to attain and sustain stability in the chapter by 1- fiscal responsibility, 2- Executive Board roles and responsibilities, and 3- commitment to enhancing membership experience.

The MARC-ACSM Strategic Plan includes the following four goals and strategies with specific check-ins in years 1, 2, with year 3 beginning the process of composing and updating the existing strategic plan.

Goal 1: Create and commit to a compelling Member experience

- a. Deliver and promote scientific and evidence-based research at the annual meeting and events hosted by the chapter
- b. Maintain the current number of attendees at the annual meeting
- c. Increase awareness of chapter business to the membership
- d. Enhance practices related to engagement and opportunity to MARC-ACSM

Goal 2: Create a fiscally responsible/sustainable organization

- a. Create fiscally responsible long-term budgeting process
- b. Explore and create mechanisms to fund scholarship, e.g., student support, grants.
- c. Maintain long term growth of the endowment using fiscally responsible risk management approach
- d. Understand and determine how EXPO contributes to the budget

Goal 3: Complete a governance realignment

- a. Evaluation of current Executive Board roles and responsibilities
 1. Create or add changes where necessary
- b. Commit to reviewing and revising the Chapter constitution and bylaws

Evaluation

Year 1 Evaluation (January 2026)

- Evaluate the Annual Meeting
 - How many institutions are participating
 - How many abstracts were submitted
 - How many quiz bowl teams registered/competed
 - What did the survey results reveal
- Evaluate the feasibility and attractiveness a pre-meeting workshop (or something outside of the annual meeting)
- Be more cognizant of engagement and opportunity for all institutions in the region and include at least one presenter from an institution that may be unrepresented in the region.
- Solidify by-laws & constitution
- Review and evaluate the checking account balances and investment fund performance

Year 2 Evaluation (January 2027)

- Have we enhanced standard offerings and set expectations accordingly for engaging and retaining membership
 - Examples: headshots, grad fair, oral presentations, etc.
- Evaluate the annual meeting
 - Did we maintain the number of participating attendees and from which professional organization did they represent, e.g. university, medical school, industry, other. Results of the survey.
- Evaluate the budget
 - Evaluate the checking account balances and investment fund performance
 - How did EXPO contribute to funds
- Evaluate Board positions
 - Has the reorganization benefitted the chapter including the board and its membership

Year 3 Evaluation (January 2028)

- Reassess strategic plan (every 3 years)
 - 3-year cycle was decided on so that there is overlap of board members from one plan to the next
- Evaluate budget
 - Evaluate checking account balances and investment fund performance
 - Assess moving the annual meeting back to Harrisburg
 - Number of attendees, abstracts, and professional organizations, survey results

- Do any task forces need to be added or moved to standing committees?

Goal 1: Create and Commit to a compelling Member experience			
Action	Who?	When?	Evaluation Metric
1. Explore implementing special interest groups (SIG) at annual meeting			Number attended
2. Explore sponsoring webinar education (including sharing & connecting national resources, YouTube channel, brown bag lunch, weekly webinars)			Number attended
3. Explore traveling lecture series (I-95 / I-80)			
4. Sponsor a content-expert talk			Number attended
5. Mentorship/Engagement and Opportunity program			
6. Discounted rates for attendees		Annual Meeting	Prices offered
7. Professional development and continuing education (certificate of attendance) opportunities			Number of proposals submitted
8. Members are eligible for awards and research grants			Number and amount of awards given
9. Develop mentorship/Engagement and Opportunity initiatives			
10. Perform a needs analysis for those non-attendees			Survey
11. Develop a board member annual calendar	Board		Excel Document
12. Create a calendar of events/timeline	Board		Living Google Document
13. Maintain consistent board meetings	President		Document of agendas and minutes
14. Maintain email/mail chimp to share chapter documents/information	Vice President		Active Gmail account
15. Annual Business meeting/Promote Ad Hoc committee for involvement	Executive Director		PowerPoint of Business Meeting
16. Develop an on-boarding process for new board members	Executive Director and Past-President		
17. Reassess social media platforms and usage	Student Rep?		Statistics of users/viewers

Goal 1 cont: Create and Commit to a compelling Member experience

Action	Who?	When?	Evaluation Metric
STUDENTS			
1. Offer research presentation opportunities (Oral & poster)	Research Activities Director		Number of oral presentations/posters Number of institutions involved
2. Create opportunities for research in progress and/or class projects (not eligible for awards)			Number of oral presentations/posters Number of institutions involved
3. Networking/connecting grad students to faculty			
4. Quiz Bowl			Number of teams registered/competed
5. Headshots			Number of headshots emailed
6. Grad School/Vendor Fair			Number of vendors and schools participating
7. Assess meeting content format and delivery (survey during meeting)			Survey at meeting
PROFESSIONALS			
1. Expand research presentation opportunities (Oral, poster)		Number of institutions involved	Number of oral presentations/posters Number of proposal submissions Number of institutions involved
2. Workshops for faculty			
3. Establish funding source to provide CME's and/or CEU's			
4. Utilize ACSM-sponsored vendors (EXOS, GSSI, USAW, etc.)			

Goal 2: Create a fiscally responsible/sustainable organization

Action	Who?	When?	Evaluation Metric
1. Explore creating Treasurer role to oversee budgets, endowments, and annual meeting expenditures.	Board		
2. Increase funds for membership support (student, faculty, other members)			
3. Increase endowment.			
4. Increase risk management account			
5. Explore meeting location which both fits our number of attendees and our budget			
6. Engage stakeholder interest in the chapter to obtain outside funding for annual meeting, students, and other chapter initiatives.			
7. Increase chapter donations			
8.			
9.			

Goal 3: Complete a governance realignment			
Action	Who?	When?	Evaluation Metric
1. Rewrite job descriptions of Exec Director and Assoc Exec Director	Subcommittee	End CY 2024	Board approval
2. Evaluate roles of all board members	Subcommittee	End CY 2024	Board approval
3. Update board member roles based on need and responsibility with intent to achieve goals of the strategic plan, e.g. fiscal sustainability.	Subcommittee	End CY 2024	Board approval
4. Explore additional roles during 2025-2028 that can enhance the EB			
5. Complete triennial (3-year) review of major appointed board positions (ED, Reg Rep, Assoc ED)	External advisory committee	Triennial	Report
6.			
7.			
8.			
9.			