

## **Final: LSPA Vision, Strategic Goals, Desired Outcomes, and Strategies**

July 18, 2014

### **This Vision Statement describes the LSP Association (LSPA) in 2020:**

The LSPA, recognized nationally for leadership and advocacy, is a vibrant association of environmental professionals who use risk-based approaches for addressing environmental contamination and are innovative stewards for the protection of public health and the environment.

### **The LSPA has three strategic goal areas for FY 15 – FY 17:**

- I. The Sustainable Future of the LSP Practice
- II. Member Benefits
- III. Advocacy and Awareness

*Each goal area is described by a Strategic Goal and Desired Outcomes. Several Strategies can be associated with each Strategic Goal; some examples are provided. Others will likely be identified later. On at least an annual basis, the LSPA Board and committees will be asked to identify what specific Actions they will take to help achieve these Strategies.*

#### I. The Sustainable Future of the LSP Practice

Strategic Goal: The LSPA actively explores the future of the practice, and works proactively to sustain the practice and the association

#### Desired Outcomes:

- LSPs and affiliated professionals turn to the LSPA first as a source of information on and a resource for the future of the practice
- The LSPA, MassDEP, and the LSP Board engage in a continuing dialogue regarding the future of the practice
- There are sufficient numbers of LSPs and other environmental professionals to actively sustain the practice
- The LSPA is a financially healthy organization with a viable business model

Strategy A. Explore new areas for the LSP license and skills

Strategy B. Nurture and promote upcoming generation of professionals

Strategy C. Develop an updated business model

Strategy D. Institute “green” efforts organization wide

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### **II. Membership Benefits**

Strategic Goal: The LSPA consistently provides its members with state-of-the-practice information and resources, as well as engaging experiences that support professional development while building and nurturing the LSPA community.

#### Desired Outcomes:

- LSPA events and experiences provide members with timely content, easy accessibility, and valuable professional networking
- The number of LSPA members increases as the association becomes more professionally diverse
- The LSPA is the preferred provider of continuing education for LSPs and other environmental professionals in Massachusetts
- The LSPA leverages technology to deliver diverse and alternative learning formats, as well as to improve the association's communication

Strategy A. Offer course topics that support the current and emerging needs of LSPs and affiliated professions

Strategy B. Institutionalize and deliver a core curriculum of courses for LSPs, affiliated professions, and upcoming professionals.

Strategy C. Deliver diverse and alternative learning formats (on-line, simulcast, etc. courses - classroom and field- and meetings)

Strategy D. Create and deliver accurate and engaging information through a variety of media

Strategy E. Encourage active participation and engagement in the LSPA

### **III. Advocacy and Awareness**

Strategic Goal: The LSPA vigorously advocates for and provides information to increase understanding of and support for the practice

#### Desired Outcomes:

- The LSPA is the primary voice of the practice and provides ongoing advocacy for the practice with regulators, the LSP Board, and the Massachusetts legislature

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- There is increased understanding and appreciation for the skills and services of the practice and LSPA members by a diverse group of environmental, public health, and governmental organizations statewide, as well as the media

Strategy A. Participate in active dialogue and advocate for the practice with regulatory agencies at the state, federal and local levels

Strategy B. Participate in active dialogue with and advocate for the LSP profession with the LSP Board

Strategy C. Advocate on practice issues with the Massachusetts legislature and administration

Strategy D. Collaborate with local, regional, and national groups on topics of shared interests, including participation at pertinent meetings and conferences