

PAA STRATEGIC DIRECTIONS

The 5 strategic issues fall into one of three categories: Identity, Communication, and Membership. So we develop strategic statements for these three areas incorporating the issues and strategies developed by the steering committee.

STRATEGIC DIRECTION	STRATEGIC ISSUES	STRATEGIES
Identity	What is a pastoral associate in the AOB? How are we identified? What is our ministry?	Convene Focus Group to define PA. Share Definition w/AOB through MFAD to seek validation and support. Publish and Promote new definition
Communication	How can we communicate more effectively with our varied publics?	Recruit a (non-steering committee) chair of communications. Get a new logo (and name?) Re-institute newsletter
Membership	How can we increase membership in PAA?	Website on Archbalt! Plug in orientation of LEMs and introduce PAA. Marketing: brochure, table at diocesan functions (Institute, Co-Workers, etc.)
	How do we meet the needs of PAA diverse membership?	New Events, regional meetings
	How can we increase attendance at PAA events?	Collaborate with APYM and BACM Make good food/drink an event priority More effective and varied advertisements More prizes