

Pharmacy Technician Educator's Council (PTEC) Strategic Plan

GOAL	MEASUREMENT TOOL	MEASUREMENT	TIMELINE (JULY TO JUNE)	OUTCOME	CHANGE?
Expand membership among pharmacy technician educators	Official membership roster	Increase annual membership by 50 members Retain 75% of current annual membership	2017-2018		
Promote awareness of the PTEC brand	Analyze resources used to promote PTEC	Analyze social media Develop referral program Foster site surveyor relationships Initiate program search and recruitment	2017-2019		
Foster organizational partnerships	Organizational partnership roster	Analyze organizational partnerships Engage organizational leadership	2017-2019		
Develop PTEC organizational leadership	Yearly outgoing board member survey General membership survey	Standardize communication protocols Create a board tool kit	2017-2018		
Cultivate stakeholder resources	PTEC membership roster PTEC vendor roster PTEC organizational partnership roster	Identify stakeholders Initiate correspondence exchange(s) Analyze survey data	2017-2019		