



**PRESIDENT'S EXECUTIVE AGENDA
2017 - 2018**

Respectfully Submitted by:

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Presidential Initiatives

Filling the Gaps and Building the Future

For over 50 years the Student National Medical Association has prided itself on carrying out the organization's mission of supporting current and future underrepresented minority medical students, addressing the needs of underserved communities, and increasing the number of clinically excellent, culturally competent, and socially conscious physicians.

With recent changes in the world, it is now more important than ever that we as an organization stay strong in our focus and make sure that no stone is left unturned. In the United States today, Hispanics, African-Americans, and Native Americans make up 25% of the population, and yet only 6% of individuals from these groups are practicing physicians. This lack of diversity in healthcare professions makes it nearly impossible to provide the best culturally competent care to our underrepresented minority populations, and the current lack of diversity in healthcare is a crucial reason why our underrepresented minority populations tend to receive a lower quality of care. The SNMA has committed itself to increasing the numbers of physicians that are equipped with the skills to go out and provide the best care possible to our minority populations, and my aim is to make sure the organization remains proactive in fulfilling this mission. The population of African-American minority medical students alone is steadily declining and minority physicians as a whole are becoming overburdened and under resourced¹. These are issues that should not be glossed over, and as an organization, we should be working to ensure that we are increasing our membership diversity, creating future leaders, and making sure that no one is left falling through the cracks. It is also essential that we continue to inspire and uplift the future leaders of tomorrow, while helping our current members maintain a love for the organization that will stay with them and encourage them to give back even after they become physicians.

The 2017-2018 Executive Agenda aims to address the above mentioned issues and other needs of the SNMA by focusing on the expansion of pipeline programming, membership diversification, and leadership development. This will ensure that our organization not only continues to grow, but that the membership is equipped with the tools necessary to go out and become the culturally competent healthcare leaders of the world. This agenda not only "embraces" the mission of the SNMA, but hopes to ensure that our members fully understand and embrace the mission in a way that allows the organization to grow and adapt to an ever-changing world.

1. <http://aamcdiversityfactsandfigures.org/section-ii-current-status-of-us-physician-workforce/>

“Filling the Gaps”: Strengthening Diversity through Cultural Competency and Awareness

Objective:

To embrace and meet the needs of our own unique membership diversity in a way that allows members of the Student National Medical Association to develop the skills needed to become culturally competent and socially conscious physicians.

Rationale:

The specific foci outlined below will give the organization an opportunity split its focus in a manner that equally focuses on three areas in which we can build upon our awareness and cultural competency. The health disparity focus will offer a multidisciplinary approach to enhancing our members’ skills. It is important that we continue to do work to address healthcare disparities within our communities, and it is also imperative that we continue to focus on developing our members.

Specific Foci:

1. The External: Addressing the lower quality of care that affects the many faces of our communities

The focus of this section is to think beyond what we consider to be underserved and emphasize our focus on those geographic areas that we typically tend to overlook when we think about underserved communities. This includes rural and inner city areas, as well as areas such as Indian reservations. Highlighting these groups will provide for more community service opportunities, and the goals will be attained through the development of our community service protocols.

a. Action Plan

- i. Monthly chapter programming that focuses on bringing awareness to healthcare issues affecting a variety of minority groups
- ii. Enriching partnerships and building relationships with outside organizations that aim to address healthcare issues with underrepresented minority populations (ie LMSA, ANAMS, PAMSA, American Diabetes Association)

- iii. Mission trips to those severely underserved communities in the United States (ie Indian Reservations, Rural underserved areas – identified through member surveys) and building upon pilot rotations from the 2016-2017 administration. Additionally, having mission trips in those countries that our Caribbean medical students attend (allows for the use of school resources and gives our members in those countries an opportunity to actively participate without an additional financial burden)

- b. Resource Requirements
 - i. Individual chapter fundraising efforts to promote member participation

- c. Project Monitoring
 - i. Community Service – implementing of community service events and programming that brings attention to and addresses the needs of severely underserved communities; working with convention planning to ensure AMEC community service activity is directed towards a severely underserved community

 - ii. Convention Planning – Working with community service to ensure AMEC has community service events geared towards inner city and severely underserved communities

 - iii. Osteopathic Schools – continuing partnerships with SOMA and the AOA, and collaborating with these organizations to address healthcare issues affecting our communities

 - iv. International Affairs – working with our Caribbean medical school membership and International Affairs committee to organize a mission trip to a location that allows collaboration with medical schools and students already in our membership; implementing mission trips to areas within the United States that are severely underserved

 - v. Membership – keeping our membership informed of events and monthly protocols

 - vi. External Affairs – continuing to cultivate partnerships with the above mentioned organizations and other entities that will help the organization address these health disparities

- d. Deliverables
 - i. Continue monthly focus on community service protocols and ensure that the schedule for chapter protocols is released by July 2017
 - ii. Two mission trips for the 2017-2018 year
 - iii. Continued partnerships with existing organizations that each chapter is able to interact with

2. The Internal: Membership Enrichment

Our programming is generally diverse, but there are still areas in which it is lacking. The SNMA's mission is one focused on increasing the number of African-American, Latino, and other students of color entering and completing medical school, and this means that our programming needs to resonate with and reflect the many different underrepresented minority groups without our organization. With that being said, it is important to make sure we are able to engage and provide resources to our students from various ethnic backgrounds. Additionally, this programming should carry over and be reflected at AMEC. It is important that we are not losing focus on a large sub-set of our members.

- a. Action Plan
 - i. Identify and support the needs of our Latino, Native American, and other underrepresented minority members through interactive outlets such as webinars, community programming, and social media outlets
 - ii. Cultural competency programming at RMEC and NLI
 - iii. Enhancing our partnerships

- b. Deliverables
 - i. Creation of bi-monthly webinars that guide chapter presidents in supporting all of their members
 - 1. Two ideas: "Becoming a culturally competent physician in a world that is not culturally competent" and "How to diversify your chapter" – Will be included in Chapter President's Welcome Kit
 - ii. "SNMA for a Healthy You" campaign
 - 1. Expansion of chapter protocol handbook to include social media videos, hashtags, and community service events that appeal to every chapter
 - 2. Each month will focus on a different aspect of health with fun innovative ways to reach the community

3. Examples include: health walks, seminars, HIV testing, nutrition workshops, social media drives
 - iii. NLI locations outside of our commonly visited areas that help us delve into a new demographic
 - iv. Review of HPLA statement on Cultural Competency and incorporation of this training during NLI and RMEC
 - v. AMEC workshops highlighting the lack of diversity in healthcare and ways students can help bridge the gap
- c. Project Monitoring
- i. Convention Planning – ensuring at least 75% of AMEC workshops address cultural competency issues
 - ii. Internal Affairs – implementing cultural competency training and workshops at all NLI events; leading the webinars
 - iii. Osteopathic Schools – addressing the needs of our osteopathic medical students in an effort to make sure our programming is resonating with all of our active members
 - iv. MAPS – promotion of NLI to our pre-medical members and giving input into workshops that both address cultural competency and engage our pre-medical student members
 - v. Membership – ensuring our membership knows that resources available to them, and working with Internal Affairs on webinars
 - vi. Publications – leading the social media aspect of the “SNMA for a healthy you” campaign
- d. Project Assessment
- i. Post-AMEC and -NLI feedback surveys and focus groups to guide these efforts
 - ii. Social media feedback

3. The Emerging Faces within SNMA: Pre-Medical Minority Enrichment and Development (PMED) programming for non-traditional students

With the increasing competitiveness of medical school admissions, it is not uncommon for some students to take several years off before entering into medical school. Some of these students pursue post-bacc or graduate degrees to increase their chances of acceptance into medical school, go into the

workforce, spend time doing research, or simply take a break to raise families and/or pursue other interests. Oftentimes, these individuals will continue to have dreams of becoming physicians, but they typically do not have access to the resources that a traditional pre-medical student may have. This can put these individuals at a significant disadvantage when they do decide to apply to medical school.

Recent studies have shown that non-traditional students bring a unique set of qualities to the healthcare environment that greatly contributes to the increase of socially conscious and culturally competent physicians in healthcare¹. This is a part of the mission of the SNMA, so it is important that we are reaching out to these individuals and helping them with their goals.

The Pre-Medical Minority Enrichment and Development (PMED) is a major part of the pipeline programming that can help to support the needs of these individuals. Currently, the focus of PMED programming is on college and post-bacc students and does not take into account the individuals that do not fit into this category. The goal is to expand this programming to include these individuals so that our mission is made stronger.

(1. <http://www.usnews.com/education/blogs/medical-school-admissions-doctor/2016/01/19/nontraditional-students-can-be-attractive-medical-school-applicants>)

- a. Goals:
 - i. To target minority pre-medical individuals that are not currently in a college or post-bacc program with the use of social media.
 - ii. To utilize our Pipeline Mentoring Institute protocols
 - iii. Encourage Minority Association of Pre-Medical Students (MAPS) chapters to achieve the above objectives and emphasize “associate” memberships for our in-between students.

- b. Action Plan / Deliverables:
 - i. Research the number of non-traditional students and members we have within the SNMA so that we can devise a plan to best reach out to and survey these individuals
 - ii. Include a section in the PMI handbook and in “MAPS Minutes” dedicated to non-traditional students
 - iii. Utilize social media to ensure that non-traditional and “gap year” students have ways to get in touch with MAPS chapters in their areas
 - iv. Acquisition of grants for our pipeline funding structure

- c. Project Monitoring:
 - i. Academic Affairs - Making sure our non-traditional and post-bacc students are aware of the current resources available to them that can help them balance life and school with the medical school application process
 - ii. Diversity Research – Researching the number of non-traditional students and members we have within the SNMA so that we can devise a plan to best reach out to and survey these individuals
 - iii. Community Service – continue to focus on our current pipeline programming so that we are not leaving out future members
 - iv. PMI – Including a section in the handbook dedicated to non-traditional students. This will be developed with the help of the MAPS and publications committees with the goal of being released by Fall 2017. It will ideally be used in the future after the 2017-2018 presidential term.
 - v. MAPS – Ensuring that non-traditional and “gap year” students have ways to get in touch with MAPS chapters in their areas
 - vi. Convention Planning – AMEC programming for non-traditional students
 - vii. External Affairs – collaborating with organizations that currently reach out to non-traditional students (ie OldPreMeds, MomMD, etc)
 - viii. Finance – Assistance with acquiring grants for our pipeline funding structure

- d. Project Assessment:
 - a. Researching number of non-traditional members
 - b. Surveying non-traditional members
 - c. Pre- and Post-Programming questionnaires

We Do Exist: Highlighting Membership Diversity, Supporting Our Members, and “Building the Future” by Inspiring Our Youth

Objective:

To dispel myths and address the racial biases towards medical students and physicians of color while energizing the marketing campaign of the SNMA and inspiring our youth as we look forward to building the future of the SNMA.

Goals:

1. Highlight the diversity of our members across social media platforms and in the *JSNMA*, *MAPS Minutes*, and *Pulse* publications
2. Develop a branding campaign that highlights the diversity of our membership
3. Community service projects that help showcase the diversity of our membership, educate our communities, and inspire our youth

Specific Foci:

1. *Recognizing Our Contribution to Healthcare*

With underrepresented minorities comprising such a small population of healthcare physicians, it is no wonder why many people are unaware that there are minority physicians in the world. It is not uncommon for a minority medical student or physician to be mistaken as “the help”, nursing staff, or anything but what we actually are. This can lead to feelings of disillusionment, anger, and self-doubt that can potentially interfere with patient care or our individual life goals. For this reason, it is essential that the organization commit itself to highlighting our members and making sure that we are seen out in all communities. The more we are visible, the more we can set out to change the way the world views physicians of color.

a. Action Plan

- i. Community services projects that allow our membership to showcase themselves while helping underrepresented minority populations
- ii. Partnering with minority organizations committed to decreasing healthcare disparities among underrepresented minority populations
- iii. Reaching out to SNMA alumni and having them speak at pre-medical events and other functions as a means of increasing diversity in our pipeline and inspiring our members to tell their stories

- iv. Recognizing past members contributions and their efforts in a specific service field
- b. Observable Strategies
 - i. Encouraging members to submit articles that address the lack of physician diversity and highlight the diversity and skills of our membership; Reviving “I Am SNMA”
 - ii. Making JSNMA articles searchable on PubMed so that we can have a greater online presence
 - iii. Social media highlights and hashtags
- c. Resource Requirements
 - i. Partnering with big name organizations that can help us get out in the community while showcasing our members (Ex: diabetes affects African-Americans at an alarming rate, so partnering with the American Diabetes Association could allow us to tend to these issues while associating our name with larger organizations)
 - ii. NMA Support – A large portion of NMA members were once SNMA members, so they can help with webinars, workshops, etc.
- d. Project Mentoring
 - i. Community Service – Each month will focus on a disease/ailment that affects an underrepresented minority population
 - ii. External Affairs – Reaching out to potential organizations that we can partner with
 - iii. HPLA – Reevaluating the cultural competency statement (Revised New Orleans 2015) – figure out the best way to make sure we are implementing this and expand upon it; working in collaboration with Publications to contribute health policy aspects to blogging platform
 - iv. Osteopathic Schools – Growing our relationships with osteopathic organizations such as the AOA and AACOM and showcasing diversity in osteopathic medicine (there are even fewer numbers of underrepresented minority osteopathic physicians)
 - v. Publications – Articles that address the lack of physician diversity and highlight the diversity and skills of our membership; Finding a way to make JSNMA articles searchable on PubMed so that we can have a greater online

presence; creation of a blogging platform that can be utilized by all committees

2. *Inspiring Our Youth*

It is sad that many of today's youth have never encountered underrepresented minority physicians and/or are unaware that there are underrepresented minority physicians in all specialties of medicine. Without this exposure, we are losing out on some brilliant, bright minds in future fields of medicine simply because they are not aware that it is attainable to them. It is necessary that we educate our youth and show them we do exist by going out into our communities and interacting with our youth.

- a. Action Plan
 - i. Community services projects that allow our chapter members to reach out to elementary and high school students
 - ii. Partner with local organizations that work with children (ie. Boys & Girls Clubs as continuation of Dr. Michael Knight's efforts)
 - iii. Have our SNMA members speak at local elementary and high schools to inspire our future leaders
 - iv. Further enhance the funding structure for YSEP, HPREP, MAPS, and other pipeline programming
 - v. Continue to encourage and expand our relationships with YSEP, HPREP, BASE, and PMED programs

- b. Observable Strategies
 - a. "When I Grow Up" project
 - i. An area of emphasis on our already built pipeline ("bridging the gap")
 - ii. Each month will choose a specialty to focus on and highlight to our youth
 - iii. New Edition: RMEC Youth Hour
 - b. Social media highlights of minority physicians in areas that receive high traffic from our youth
 - c. acquiring grants for our pipeline funding structure
- c. Resource Requirements
 - i. Partnering with a national organization with many local chapters across the nation that works with children (ie Revival of Boys & Girls Club partnerships)

- ii. Need to obtain grants to support the funding structure of the pipeline programming

d. Project Mentoring

- iii. Community Service – Each month will choose a specialty to focus on and highlight to our youth
- iv. External Affairs – Reaching out to potential organizations that we can partner with
- v. Membership and Alumni Affairs – Working with our alumni members to ensure a better presence within the SNMA and with our youth
- vi. Publications – Social media highlights of minority physicians in areas that receive high traffic from our youth
- vii. Finance and Diversity Research – Assistance with writing and acquiring grants for our pipeline funding structure

STRATEGIC FOCUS

Developing Future Leaders

Objective:

Recruiting informed and talented individuals to the Board of Directors and Strategic Planning Council is an area of focus within the 2016-2019 SNMA Strategic Plan. The National Leadership Institute is an important aspect of this and it is also important that the organization does more to drive our members to want to become leaders within the organization. It is important that all of our future leaders are familiar with the mission and the history of the organization, and it is also vital our Board of Directors continues to learn and grow their leadership skills so that they can go on to contribute great things to the world and healthcare in general.

Goals:

1. Make sure membership is highly informed about how to become leaders within the SNMA
2. Increase the passion and drive for members to want to serve on the SNMA Board of Directors
3. Ensure an easily accessible database exists that allows our membership to reach out to current and past members of the BOD
4. Continue to empower our RDs and Chapter Presidents with the tools and knowledge to recruit themselves and talented members to the BOD
 - a. Deliverables
 - i. Leadership Webinars
 - ii. Opportunities for members to learn about leadership outside of NLI
 - iii. Building a leadership database on our website (ie a readily accessible file of current and past leadership with contact information)
 - iv. Encourage past SNMA leadership to speak about their experiences
 - v. Ensure that current and future leaders are able to balance the "S" in their SNMA duties through academic counseling and mentoring
 - vi. Honing the skills that our membership already has to help the SNMA and attracting individuals from different backgrounds
 - b. Resource Requirements

- i. No cost outside of current website hosting services used by the organization
- c. Project Mentoring
- i. Internal Affairs – Ensure that our efforts are growing the organization and that the BOD members are well informed
 - ii. Publications – Articles focused on promoting leadership and helping elections with their recruitment goals; helping with leadership social media push
 - iii. Web site manager – to make sure our website is easy to navigate for those looking for ways to become involved with the organization on a higher level
 - iv. Membership – Keeping members formed of leadership opportunities
 - v. Academic Affairs – Making sure members are able to balance the “S” in SNMA by providing support resources to help with academics and work-life balance
 - vi. Elections – leadership webinars and leadership recruitment
 - vii. Finance – Continuing to educate the BOD of finances, but also holding webinars for the general membership so that they can hone their skills and be further equipped to become better leaders financially
 - viii. Osteopathic – Continue driving our osteopathic students to pursue leadership positions in the SNMA

AMEC 2018 – Proposed Focus

The goal of the 2018 SNMA Annual Medical Education Conference will be to highlight our focus on cultural competency by addressing cultural awareness, cultural knowledge, and cultural encounters within our organization and its individual membership (review HPLA Statement on Cultural Competency – April 2015). San Francisco offers an extremely diverse community, and being in this location will help drive forward the idea of promoting diversity in healthcare. The conference will highlight the cultural differences in our members by featuring plenary sessions addressing the lack of diversity in healthcare, the lack of leadership visibility towards our youth, and ways that we can go beyond our roles as students to become better leaders of tomorrow. The proposed workshop focus will be designed to engage all areas of the membership by addressing the needs of our diverse group of underrepresented minority students, osteopathic students, and non-traditional students. It will be important that this conference “embraces the mission” of the SNMA and stresses the importance of the mission statement to all our members. The major goal will be to show that no matter what a student’s background is, the Student National Medical Association has something for them, and it is only by all of us coming together that we can dispel stereotypes, educate our communities, and go on to become healthcare leaders who are able to evolve and adapt so that we are always offering the best to our communities.

Tentative 2017-2018 Timeline

- April 2017
 - AMEC Wrap-Up
 - BOD, Chapter President, and NCC transition meetings
- May 2017
 - Start of Executive Committee Meetings (Monthly)
 - Start of Monthly NCC calls (monthly)
 - NCC Transitions
 - Press Release Completion
 - NLI Preparation
 - Finalize partnerships with URM and diabetes-focused organizations
- June 2017
 - NLI – Washington, DC (Focus: The business of SNMA and Transitions)
 - Press Releases out to general population
 - JSNMA/MAPS push for articles
- July 2017
 - Chapter monthly programming release
 - Start of “SNMA for a Healthy You” Monthly Programming
 - Non-traditional/Post-Bacc student website section creation
- August 2017
 - Cultural competency handbook release
 - SNMA 101 and Membership Drive Packets released by 8/1

- PMI: Non-traditional/Post-bacc guide release
 - Start of SNMA “We Exist” branding campaign
 - Stroke awareness month

- September 2017
 - NLI (Focus: Academics)
 - National Hispanic Heritage Month (9/15 – 10/15)
 - Call for AMEC workshop submissions

- October 2017
 - Cultural Competency webinars
 - Month of Service – breast cancer programming

- November 2017
 - Native American Heritage Month
 - National Diabetes Awareness Month
 - Mid-year membership survey
 - Leadership webinar push

- December 2017
 - Finalize AMEC Programming

- January 2018
 - NLI (Focus: Leadership)

