Mission: to promote the health of the public through the practice of pharmacy.

Vision: optimizing the health of all Californians through pharmacist care.

**STRATEGIC GOAL 1**
Priority Area: Advocacy for a thriving future of the profession
Advocate to develop opportunities and overcome barriers resulting in patient access to the highest quality pharmacist care.
1. Build and foster strategic relationships and alliances.
   - Increased invitations to collaborate at the state and national levels.
   - Positive goodwill among stakeholders.
2. Conduct proactive surveillance to identify opportunities.
   - Early awareness, markers and marketplace intelligence for advances in the profession.
3. Launch initiatives that advance pharmacist care. Monitor for initiatives that impede pharmacist care.
   - Strategic legislation developed and introduced.
   - Successful legislation enacted into law.
   - Unsatisfactory initiatives mitigated or defeated.

**STRATEGIC GOAL 2**
Priority Area: Value-based communications
Be the voice of all California pharmacists.
1. Implement diversified communication strategies and distribution methods, including but not limited to social media, email, text, mobile apps, etc.
   - Increased likes/shares, open and click-through rates, email subscription levels, etc.
   - Increased engagement/feedback from members.
   - Increased brand awareness, not promoters scores, etc.
2. Develop tailored messages to identified membership segments, including practice types, practice settings, and generational characteristics and preferences, etc.
   - Increased engagement/feedback from members.
   - Increased brand awareness, not promoters scores, etc.
3. Proactively and frequently seek stakeholder feedback and input.
   - Improved mind of the pharmacist data points for communications.

**STRATEGIC GOAL 3**
Priority Area: Thought-leader, Convener, and Connector
Facilitate collaboration between pharmacists and stakeholders.
1. Strengthen partnerships with pharmacy and other health care organizations.
   - Interactions between board members, staff, and key volunteers.
   - Shared support of legislation/policies.
   - Increased coordination of key initiatives.
2. Develop and foster relationships with other providers, payers, patient advocacy groups and public health departments.
   - Number of pharmacists attending the different meetings, cross attendance.
   - Increased interactions with health plans.
   - Number of external partners involved in CPhA initiatives.
   - Increased external partner contacts.
   - Published articles in external partner resources, journals, etc.
3. Create opportunities for pharmacists to engage with communities and community-based organizations.
   - Increased forums/platforms promoting pharmacists’ community-based work.
   - Measurement tool for community impact (e.g., number of patients impacted).
   - Community awareness of pharmacists’ roles.

**STRATEGIC GOAL 4**
Priority Area: Education
To continually expand the knowledge and skills of pharmacy professionals.
1. Identify emerging educational needs of pharmacy professionals.
   - Survey responses/needs assessment.
   - Utilize results from advocacy surveillance.
2. Create educational pathways for advanced professional development.
   - Development of new advanced programs.
   - Measure attendance and satisfaction.
3. Develop programs that promote new successful practice models.
   - Increased number of successful practice models.
4. Increase accessibility to educational programs through new offerings and technology.
   - Increased attendance/engagement in continuing education.
   - Increased programs offered using new technologies.

**CORE VALUES:**
- visionary leadership
- innovation
- diversity of thought and opportunity
- integrity and trust
- entrepreneurship
- unified profession
- collaboration
- health care excellence
- life-long learning
- science-based