

	Proposed Objectives
<p>(M)</p> <p>GOAL 1: Members First (Strengthen Member Value)</p>	<p>Objective 1: Advocate for accessible and sustainable pharmacy services</p> <p>Objective 2: Promote the visibility of membership benefits/value</p> <p>Objective 3: Increase member retention rate to at least 70%</p> <p>Objective 4: Grow paying membership by at least 2%</p>
<p>(T)</p> <p>GOAL 2: Team Unity (Improve governing effectiveness and operational management)</p>	<p>Objective 1: Reach an average MPA employee satisfaction score of four out of five in 2025</p> <p>Objective 2: Optimize governing effectiveness of the MPA Executive Board</p> <p>Objective 3: Promote diversity within staff and boards</p>
<p>(M)</p> <p>GOAL 3: Moving Forward (Ensure financial profitability)</p>	<p>Objective 1: Diversify and optimize revenue streams to improve balance of revenue sources and enhance financial stability</p> <p>Objective 2: Enhance accounting reporting process to reflect current financial status of each MPA entity</p>