



## BOARD OF TRUSTEES FIVE-YEAR STRATEGIC PLAN 2008–2013 OPERATIONS PLAN 2009-2010

### I. PUBLIC/PROFESSIONAL AWARENESS

*All members, groups and service bodies working at carrying the message so that the possibility of recovery is offered to the still-suffering compulsive eater.*

MAIN GOAL	OBJECTIVE	TASKS
By <b>2013</b> , OA will have invested \$100,000 additionally to money already budgeted on public/professional awareness.		
By <b>2010</b> , OA will have invested \$50,000 additionally to money already budgeted on public/professional awareness.		
In <b>2009</b> , phase out Public Awareness Fund.	BOT adopt	Submit motion to BOT
	WSBC adopt	Submit motion to WSBC '09
	Continue to finance PAC via budget	Create budget for 2009
	Keep Fellowship informed of PAC activities	Create reports for WSBC
		Keep PI Committee informed through Yahoo group
Have PAC workshop at WSBC '09		
During <b>2009</b> , OA will continue to support the Public Awareness Campaign	Create TV PSA	Work with company to develop and produce PSA (distribution/tracking in 2010)
	Continue with monthly press releases	Generate press release ideas
		Edit and approve releases (1 per month)
		Create better process to disseminate press releases to regions and PI reps.



**I. PUBLIC/PROFESSIONAL AWARENESS (cont.)**

MAIN GOAL	OBJECTIVE	TASKS
During <b>2009</b> , OA will continue to support the Public Awareness Campaign (cont.)	Provide info to local service bodies to supplement PAC.	
	Continue to work with PI committee to disseminate PAC info to service bodies	Disseminate info to PI Committee
		Use PI Committee as sounding board
	Continue with radio PSA	Work with service provider on development, distribution
		Track play of PSA for 6 months
		Sell radio PSA
	Start rolling out PAC internationally	Create generic (no USA) PSA
		Research and consider using other languages and accents and cultural differences
		Research use of PSAs in other English speaking countries
		Investigate distributing press releases to international community
	Create podcasts in other languages	
By <b>2013</b> , selected sections of <a href="http://www.oa.org">www.oa.org</a> will be available in two other languages.		
By <b>2010</b> , selected sections of <a href="http://www.oa.org">www.oa.org</a> will be available in French.		
By the end of <b>2009</b> , selected sections of <a href="http://www.oa.org">www.oa.org</a> will be available in Spanish.	Select company to accomplish goal.	Solicit and evaluate quotes, write contract.
	Widely promote new feature.	A Step Ahead, Lifeline, intergroup mailings



**I. PUBLIC/PROFESSIONAL AWARENESS (cont.)**

MAIN GOAL	OBJECTIVE	TASKS
By the end of <b>2009</b> , selected sections of <a href="http://www.aa.org">www.aa.org</a> will be available in Spanish (cont.)	Incorporate feature into PAC.	Coordinate with PR firm
In <b>2009</b> , increase OA's visibility among professionals	Continue to have a presence at expos	WSO organize attendance a minimum of two expos (ADA and AAFP)
	Promote the Professional Exhibit Fund to the Fellowship	A Step Ahead, Lifeline, IG mailings—include article written by exhibit participant Promote at assemblies, workshops, region mailings/newsletters
By the end of <b>2009</b> , investigate feasibility of welcome page on aa.org in dif. languages with links to sites and literature in other languages.	Identify sites to link to	Research non-English OA sites.
By the end of <b>2013</b> , aa.org will be updated relative to programming, functionality, design, marketing, and content to improve public face in/outside Fellowship.		
In <b>2009</b> , execute web redesign	Improve functionality of current online meeting/update functions.	



## II. STRONG MEETINGS

*Filled with abstinent members; all service positions filled; active rotation of service; meeting is growing; newcomers stay and become abstinent; sufficient sponsors; operates in the spirit of all 12 Traditions.*

MAIN GOAL	OBJECTIVE	TASKS
By <b>2013</b> , the member base of Overeaters Anonymous will increase by at least 20%.		
By <b>2010</b> , the member base of Overeaters Anonymous will increase by at least 10%.		
By the end of <b>2010</b> , conduct a survey to determine critical demographics of our membership.	Research translating survey	Determine languages and countries to send to—research cost
	Conduct and evaluate survey	
	Disseminate results	A Step Ahead, Lifeline, assemblies, exhibits
Publish new Survey pamphlet		
By the end of <b>2008</b> , conduct a survey to determine the number of members in OA for baseline data.	Disseminate census survey results	√A Step Ahead, √Lifeline, √Web Site, √SB mailing, WSBC, Region assemblies



**II. STRONG MEETINGS (cont.)**

<b>MAIN GOAL</b>	<b>OBJECTIVE</b>	<b>TASKS</b>
<p><b>(Ongoing)</b> Educate Fellowship about strong meetings.</p>	<p>Promote Steps as the solution, regular study of Traditions, service and sponsorship</p>	<p>Trustees/region chairs remind others re: steps, traditions, sponsorship during sharing and encourage others to do the same.</p>
		<p>Hold workshop at WSBC (space available) on steps, traditions, sponsorship</p>
	<p>Educate members re: available support materials</p>	<p>Regions provide OA Handbook to all intergroups</p>
	<p>Ask each group/committee/SB at WS and region level to talk about how what they're doing contributes to strong meetings.</p>	<p>At region/WS, include discussions about Strong Meetings Checklist in the STC workshops</p>
		<p>Promote Strong Meetings Checklist and hand out at assemblies with how to use</p>
		<p>Ask intergroups to distribute Strong Meetings Checklist to meetings</p>



### III. COMMITTED SERVICE BODIES

*All service positions filled; active rotation of service; operates within the spirit of the 12 Traditions and 12 Concepts; involved in carrying the message locally, regionally, internationally.*

MAIN GOAL	OBJECTIVE	TASKS
By <b>2013</b> , at least 50% of registered service bodies will be represented at WSBC and region assemblies.		
By <b>2010</b> , at least 42% of registered service bodies will be represented at WSBC and region assemblies.		
By the end of <b>2009</b> , at least 40% of registered service bodies will be represented at WSBC and region assemblies.	Research why service bodies are not represented at WSBC/assemblies	Gather info on why not represented
		Develop strategies to address barriers
		Disseminate statistics in a meaningful way with context
	Publicize Delegate Support Fund	LL article from someone who used the funds to attend WSBC
		Publicize availability and contributions opportunity
		Publicize on oa.org
	Have regular LL article about all aspects of service, esp. recruiting.	Solicit articles through Lifeline, A Step Ahead, intergroup mailings
	At WS and region, increase available funds to attend WSBC/assemblies and advertise it.	Regions have fundraisers at region assemblies and conventions to raise money for the DSF



**III. COMMITTED SERVICE BODIES (cont.)**

MAIN GOAL	OBJECTIVE	TASKS
By the end of <b>2009</b> , at least 40% of registered service bodies will be represented at WSBC and region assemblies. <i>(cont.)</i>		Encourage cooperation between SBs in regions to attend WSBC (“Fund a Friend”)
	Train all region board members and trustees to do STC workshops and provide with manual.	Actively contact service bodies to schedule them. (start with intergroups who have not attended)
		Workshop in S/T training at WSBC ‘10
	<i>Personally</i> invite and encourage service bodies to attend region assemblies and WSBC.	Promote assemblies at region conventions
		At STC Workshops, talk about the importance of attending WSBC and assemblies
		Letter to service bodies from region chairs
	Phone calls to service bodies not represented at WSBC	



#### IV. FINANCIAL HEALTH

*Sufficient contributions to enable OA to grow: sufficient contributions to do outreach to the public and professionals; all levels of service structure are fully self-supported; and sufficient contributions to decrease the reliance on literature sales for income.*

MAIN GOAL	OBJECTIVE	TASKS
By <b>2013</b> , OA revenue will increase by 25% over 2006 revenue through 7 <sup>th</sup> Tradition contributions.		
By <b>2010</b> , OA revenue will increase by 12% over 2006 revenue through 7 <sup>th</sup> Tradition contributions.		
By the end of <b>2009</b> , educate Fellowship on where OA funds go and how that relates to OA groups	Raise consciousness on the financial impact of: - cost of \$ conversion - literature translations - shipping cost inequities - benefits of being an international Fellowship	Spread word at region assemblies, STC workshops, WSBC treasurer's report
		Put Paypal on oa.org
		Develop script for region assemblies, workshop, re: financial impact.
		Include in treasurer's WSBC binder report information re: financial contributions goals