



2026 NJSOP Committee Meeting Agenda: Vision 2030

Committee Name: **Member Recruitment & Benefits Committee**

Zoom Date and Time: Wednesday October 7, 2026 / 7 PM – 8 PM

Zoom Link: Click [HERE](#)

Committee Chairs: Mary Ann Hodle, OD & Kathleen Kinzley, OD

Housekeeping Note: Review NJSOP Volunteer Policies (incl. antitrust) and complete the annual attestation found on the NJSOP Committee Only website page.

I. Chair(s) Welcome & Approval of Past Meeting Minutes (5 mins.)

- Quick welcome and acknowledge new member attendees
- Reaffirm meeting purpose: execute the new NJSOP strategic plan through focused collaboration
- **Approval of 6/3/26 Meeting Minutes [pp. 1-2]**

II. NJSOP Vision 2030 Strategic Plan / Q3 & Q4 Goals and Priorities [p. 3] (10-15 mins.)

- A. **Streamlining our NJSOP volunteer structure (*evaluate and align purposes with NJSOP's evolving needs*) (Dr. Hodle)** - Rebranding committee update; ideas to boost engagement in meetings, staying on timeline in the meeting, and planning events a year ahead.
- B. **Member/Non-member Outreach (Dr. Kinzley)**

III. Follow-Up Items & Upcoming Activities (5-10 min)

- A. Membership Statistics as of 9/30/26 [p. 4]
- B. 2026 Member Spotlights
- C. Student Engagement Opportunities (in-person)
 - 1. VSP Sponsored Student/Early-Career Social Event – The Ashford- Jersey City, NJ – Thurs. 10/8/26 – Cancelled due to lack of participation.
7-9 PM – Ms. Boertzel-Smith Update
 - 2. Salus/Drexel – October 23 Career Fair
- D. Student Zoom Meetings
 - 1. NJSOP Student Zoom – Wed. 11/18/26 – 8 PM – 9 PM
- E. 2026 NJSOP Award Recipients – Ms. Boertzel-Smith

IV. Committee Hot Topic Roundtable (5 min max)

- Call for any short updates only on items related to this NJSOP committee meeting
- Good and welfare related to this NJSOP committee meeting

V. Meeting Closing/Next meeting date – The 2027 NJSOP Meetings Calendar will be approved and distributed in November 2026.

Adjournment



2026 NJSOP Committee Meeting Minutes: Vision 2030

Committee Name: Member Recruitment & Benefits Committee

Zoom Date and Time: Wednesday June 3, 2026 / 7 PM – 8 PM

Committee Chairs: Mary Ann Hodle, OD & Kathleen Kinzley, OD

- I. **Call to Order - Chair(s) Welcome** – Meeting was called to order at 7:05 PM by Center Co-Chairs/Chair: Dr. Mary Ann Hodle and Dr. Kathleen Kinzley. Members in attendance included: Drs. H. Canuto, M. Donlon, N. Gioia, D. Kong, H. Richman, M. Richman, and S. Sorkin. Staff in attendance included Executive Director Keira Boertzel-Smith, Associate Executive Director Sharon Kais, and Administrative Assistant Edna McKinney.
 - A. **Approval of 4/8/26 Meeting Minutes** – A Motion was made to Approve the minutes as presented. Motion was APPROVED.
- II. **Summary of BOD APPROVED 2026 GOALS with Assigned Tasks**
 - A. Dr. Kinzley provided an overview of the Q2 task regarding membership outreach. She advised in May that she emailed non-members and new graduates announcing the NJSOP and AOA Spring incentives. She made a few new connections as a result and is confident they will become members. Dr. Hodle volunteered to send a 2nd email over the Summer to the same group.
 - B. In Dr. Lam's absence, Ms. Boertzel-Smith reported there were three in person opportunities – two in April and one in May (see below under Activities for more info).
 - C. Dr. Hodle reported she met with the Board and discussed rebranding and restructuring the committees to better focus on purpose and objective of each.
- III. **Follow-Up Items & Upcoming Activities**
 - A. Membership Statistics as of 5/29/26 were provided. There was an overall decrease in membership of 8 since 4/2/26. Largest decrease was in the 1st year membership category.
 - B. 2026 Member Spotlights – Ms. Boertzel-Smith advised spotlight candidates are still needed for October through December. Please contact her with any suggestions.
 - C. Student Engagement Opportunities (in-person)
 1. PECAA Sponsored TopGolf Student/YOD Event – Edison, NJ – Thurs. 4/16/26 7-9 PM – Ms. Boertzel-Smith reported 8 students and 2 ODs attended along with herself and two PECAA representatives.
 2. NECO State Association Day (Zoom) – Thursday 4/30/26 – 7:00 PM – 8:00 PM – Ms. Boertzel-Smith reported although the NJ Breakout Room was lightly attended, overall, it was a good event.
 3. SUNY – Tues. 5/19/26 – Capstone Program – Dr. Gioia reported there a considerable amount of engagement with the students and the event was well-attended.
 4. Salus/Drexel PCO Event - *Your Voice in Vision Night* - Friday 6/12/26 – 5:00 PM – 7:00 PM – Ms. Boertzel-Smith advised there is much excitement about the inaugural event with new format.
 5. AOA OM – June 17 – 20 – Phoenix, AZ – Ms. Boertzel-Smith advised in addition to NJSOP hosting a student lunch, many other opportunities are scheduled for OD/student interactions.

- D. VSP Sponsored Student/YOD Q4 Event – Ms. Kais advised Dr. Lam provided her with three Jersey City venue suggestions. She is waiting for VSP to confirm blackout dates, after which she will reach out to the venues for pricing and availability.
 - E. Student Zoom Meetings
 - 1. Affiliate Leaders + Student/AOSA Meeting Tues. 5/19/26 – Dr. Kong and Ms. Boertzel-Smith attended. Dr. Kong reported it was not well attended.
 - F. 2026 NJSOP Award Nominations Due By July 15th – Dr. Kinzley reminded everyone to submit their nominations.
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IV. Committee Hot Topic Roundtable – None

- Good & Welfare
 - Dr. Donlon suggested a 125th NJSOP Anniversary Gala in 2028.
 - Dr. Kong reminded everyone that volunteers are still needed at the Special Olympics New Jersey Summer Games event this weekend June 5-7 at TCNJ in Ewing, NJ.

V. Meeting Closing/Next meeting date – October 7th via Zoom – 7:00 PM – 8:00 PM

Adjournment - Meeting was adjourned at 7:35 PM

Vision 2030

5yr NJSOP Strategic Plan approved September 17, 2025

This NJSOP Board of Directors (BOD) approved strategic plan comes out of the May 2025 NJSOP Strategic Planning Retreat and follow up meetings. Before the retreat, 25 NJSOP leaders, invited key members, and staff participated in a series of interviews. The resulting interview themes shaped the retreat agenda. During the retreat, participants took a deep dive into the current state of NJSOP and envisioned where we want to be in the next five years. Five top strategic priorities were identified, of equal importance, as well as corresponding high-level metrics to be achieved by 2030. Renee Brauns facilitated the strategic planning work.

Each January, the elected NJSOP BOD will meet to focus on setting annual expectations and outlining quarterly implementation tactics to move towards Vision 2030. Following the January meeting, NJSOP committees and task forces will receive clear quarterly directives and reporting expectations from the elected NJSOP BOD. The January implementation process will also guide the correlated governance and operations decisions. The NJSOP membership will be presented with ongoing updates on efforts and metrics.

Mission: The NJSOP advocates, communicates, and educates to advance the optometric profession.

Vision: To protect and improve health through vision care.

DRIVE MEMBERSHIP EXPANSION

2030 Metrics

- ✓ Membership target: 70–80% of NJ Licensed OD market share.
- ✓ Above 95% member retention rate.

STRENGTHEN MEMBERSHIP ENGAGEMENT & CONNECTION

2030 Metrics

- ✓ NJSOP CE event attendance is doubled.
- ✓ 90% of members actively engage in small, special-interest groups & committees.

IMPLEMENT SUCCESSION PLANNING FOR LEADERSHIP

2030 Metrics

- ✓ All leadership roles have an identified successor plan and a defined transition timeline.
- ✓ 80 individuals complete the leadership development program.
- ✓ 16 new rising leaders are engaged annually in governance or committee roles.

PROMOTE ADVOCACY – SCOPE & EYE/ VISION CARE ACCESS

2030 Metrics

- ✓ Scope expansion bill is passed with broad OD involvement.
- ✓ Enhanced vision plan bill is passed with broad OD involvement.

MODERNIZE THE KEY PERSONS PROGRAM

2030 Metrics

- ✓ Achieve and maintain active advocacy presence in all 40 legislative districts, supported by consistent advocacy education, engagement, and relationship-building.
- ✓ NJOPAC contributions are doubled.

2026 Membership Report with Category Changes Noted (as of 9-29-26)

	As of 10/29/25	Change	As of 1/30/26	Change	As of 4/02/26	Change	As of 5/29/26	Change	As of 9/29/26	Change
1st Year	14	-1	35	21	32	-3	20	-12	20	0
2nd Year	19	0	13	-6	12	-1	13	1	12	-1
3rd Year	9	0	18	9	18	0	18	0	15	-3
4th Year	8	0	10	2	10	0	11	1	10	-1
5th Year	15	0	8	-7	10	2	11	1	11	0
6th Year	357	0	348	-9	346	-2	348	2	341	-7
Optometric Educator	1	0	1	0	1	0	1	0	1	0
Life Members	130	-1	136	6	136	0	135	-1	134	-1
Distinguished	2	0	2	0	2	0	2	0	2	0
NJ Never - 2nd	2	0	0	-2	0	0	0	0	0	0
Partial Practice - 1st	35	0	32	-3	36	4	34	-2	33	-1
NJ Partial Practice - 2nd	10	0	12	2	10	-2	12	2	12	0
Post-Grad	6	-1	4	-2	4	0	4	0	3	-1
Post-Grad 1st Year	4	0	0	-4	0	0	0	0	3	3
Recent Graduates	29	-2	0	-29	0	0	0	0	25	25
Retired WBEN	15	0	16	1	19	3	19	0	22	3
SUBTOTAL	656	5	635	-21	636	1	628	-8	644	16
Associate Members			12		12	0	10	-2	10	0
Student Members			140		152	12	145	-7	127	18
TOTALS			787		800	13	783	-17	781	-2