MAP Strategic Plan 2020-2024

Vision

Midwest Access Project envisions a society in which every person has access to comprehensive, high-quality, patient-centered sexual and reproductive health care in their community.

Mission

MAP improves access to comprehensive reproductive health care by training providers in abortion, miscarriage care, contraception, and pregnancy options counseling. Rooted in the Midwest, MAP's innovative training model fills gaps nationwide in medical education and clinical training.

Values

We believe:

- **All people deserve access to excellent and compassionate sexual and reproductive health care.** We maintain high quality training partners, education strategies, and evaluation measures. We provide these services with compassion, keeping the patient at the center of all experiences. We are committed that everyone who interacts with MAP experience a supportive and nurturing environment and reflect these qualities when they return to their clinical practice.

- **Equity is a core value in all that we do and we align ourselves with reproductive justice movements to support this value.** We focus on providing accessible training opportunities and targeting our resources to best serve populations disadvantaged by unequal power structures and distribution of resources.

- **Openness to new training ideas and partnerships are important elements of our work.** Innovation and collaboration are necessary to achieve our vision. This includes listening to our trainees and partners to better understand their needs and adapt our activities in response. We respond to shifts in access and training by seeking to expand our partnerships and training locations, as well as strategically focusing our trainee recruitment efforts to respond to increased demand for our services.

- **MAP is stronger when different perspectives and experiences are brought together in an equitable decision-making process.** Diversity in our board, staff and trainees is important to better understanding the needs of all people seeking comprehensive sexual and reproductive health care.

- **Individualizing and tailoring our programs to meet the specific needs of our trainees is crucial to our success in filling gaps in care.** We work with our trainees to provide a training experience to best meet their professional goals.
Goal

MAP will radically grow the pool of comprehensive reproductive health care providers by expanding our program offerings, increasing the number and types of trainees, securing new training sites, and seeking new resources. We will elevate our profile nationally, connecting alumni with ongoing partnership opportunities and building new funding and program relationships that help us expand and deepen our impact.

Objectives

To reach this goal, MAP has identified the following objectives. Each year, MAP staff and board will identify where to invest resources of energy, attention, and finances, map the results of those investments, and evaluate where to direct resources for the following year. Periodically, the executive director will submit progress updates, making any recommendations for shifting focus based upon critical changes to the external or internal environments of MAP.

1. **Build a high-quality and sustainable clinical training infrastructure.**
   We will map the training experience to create more structure and build out the four training priorities (abortion, miscarriage care, contraception, and pregnancy options counseling). We will integrate the topics of self-managed abortion (within the constraints of the law), advocacy, serving LGBTQ and communities of color, and trauma-informed practice into our training programs. We will develop a clear sense of the actual costs to train so we can grow only as we have capacity to do it sustainably. We will conduct research and evaluation to keep current in our field, refine our approaches, and seize new opportunities.

2. **Invest in a robust post-training program for building advocacy efforts, networking connections, and continuity of career for MAP trainees.**
   We will strengthen our relationship with MAP alumni, bringing them on as trainers, mentors, donors, connectors, and advocates. Alumni will be our primary focus for these efforts as we equip them to increase access in their home communities and institutions.

3. **Structure and expand our didactic trainings.**
   By filling out our didactic trainings in the four priorities, we can accomplish multiple aims. First, we create an opportunity to influence health care institutions to be more inclusive, trauma-informed, advocacy-oriented, and integrating new abortion access points into settings. Second, we can create a pipeline from webinars to higher touch connections. Finally, we can elevate the profile of MAP at the national level as reproductive health trainers who integrate it within a comprehensive framework. This would require more online provision of didactic content.

4. **Elevate MAP’s public profile and expand its capacity to engage new individuals and organizations through external communication and fundraising.**
   We will develop and maintain a dynamic and strategic communications plan to clarify to our many audiences the continuing and expanding gaps in comprehensive reproductive health training for providers. We will elevate MAP’s profile within the funding community and to our training sites, trainees, and donors, resulting in our being seen as a training
force with a unique solution to the serious training gaps. We will expand our funding partners to include more national funders and increase our base of individual donors. We will create a modern, accessible, clearly-messaged website. Finally, we will build shared and consistent messaging by board and staff.

5. **Increase training sites based on filling training gaps.**
   While maintaining our Midwest sites, we will build partnerships to establish training sites outside the Midwest and expand our training network to new sites with strategic focus.

6. **Develop board and staff to support MAP’s growth.**
   We will develop consistent staff and board onboarding to increase clarity and integration through MAP’s organizational structure to help everyone fully participate. We will provide ongoing support of directors and staff with regular reminder of organizational policies. We will build better infrastructure for governance and seek new board members with specific needed skills, talents, and backgrounds. Staff will participate in national conferences and other opportunities to keep up with trends and build key relationships.

7. **Assess MAP’s performance on measures of diversity, equity, and inclusion, and transform MAP into a more diverse organization.**
   Board and staff will seek anti-racism/implicit bias/equity training and identify how these issues shape our work and influence our planning processes. Our commitment to inclusion guides us to tailor our training programs to individual learning needs and capacity so we can help all trainees reach their training and clinical goals. We will begin collecting identity information from trainees to better understand current diversity and efforts at expanded diversity. We will have intentional assessment of how well we are reaching underserved patient communities. We will conduct intentional outreach for 1) trainees, 2) training sites, 3) board and staff. We will secure funding to subsidize diversifying efforts. Because nursing students and advanced practice clinicians have not been meaningfully represented in MAP’s trainee program, MAP will create training opportunities specifically designed to meet the needs of this community of providers. Finally, we will explore a cohort model for connecting our trainees from marginalized communities.

Approved by Board of Directors, 2/28/20