

Roadmap

Notes:

Funding group presentation was captured in sub-group report-outs.
Dissemination strategies captured separately.

Message Elements Roadmap

July - September 2009

August: Dissemination of information to other parties.

September: What entity will lead the next steps.

October: How will stakeholder organization be given opportunity for input and ownership.

January – March 2010

January: Hire outside firm (messaging and production)

February: Determine message is evidence-based.

March: Market research

Managing Structure Roadmap

July - September 2009

August 31: CPT able to disseminate info to the eye health community; develop a decision-making process and set criteria for a 501c3.

October – December 2009

November 30: CPT crafts next steps/makes recommendations for which if any 501c3 to use or create a new one. Determine Board structure and bylaws.

January – March 2010

January: Submit/file for a new or amended 501c3.

February: Identify who is on the Board and have a kick-off meeting. Next two months will be organizing.

March: Affirm the mission and begin staffing process.

April – June 2010

April: Organization is staffed and launch plan begins.