

PRIORITIES FOR THE FIRST 12 MONTHS OF IMPLEMENTATION

The following implementation priorities have been identified for the first 12 months of implementation – which begins in May of 2019. Prior to that date, preliminary steps will be taken to prepare for implementation.

Communication

- Strategic Objective C-1: Develop and implement s strategy for communication and engagement.

The strategy developed in C-1 will set the stage for carrying out the following strategic objectives.

- Strategic Objective C-2: Develop communication partnerships with key influencers.
- Strategic Objective C-3: Promote use of science in decision making.
- Strategic Objective C-4: Increase engagement using audience-specific communication technologies.

Meetings

- Strategic Objective A-2: Implement forward-looking strategy for meetings and continuing education.

Publications

- Strategic Objective A-3: Implement forward-looking strategy for publications and issue statements.

Continuing Education/Career Development

- Strategic Objective B-3: Develop leadership and communication skills among members.
- Strategic Objective B-4: Facilitate career development using mentoring and other approaches.

Organizational Efficiency

- Strategic Objective D-2: Optimize organizational efficiency.