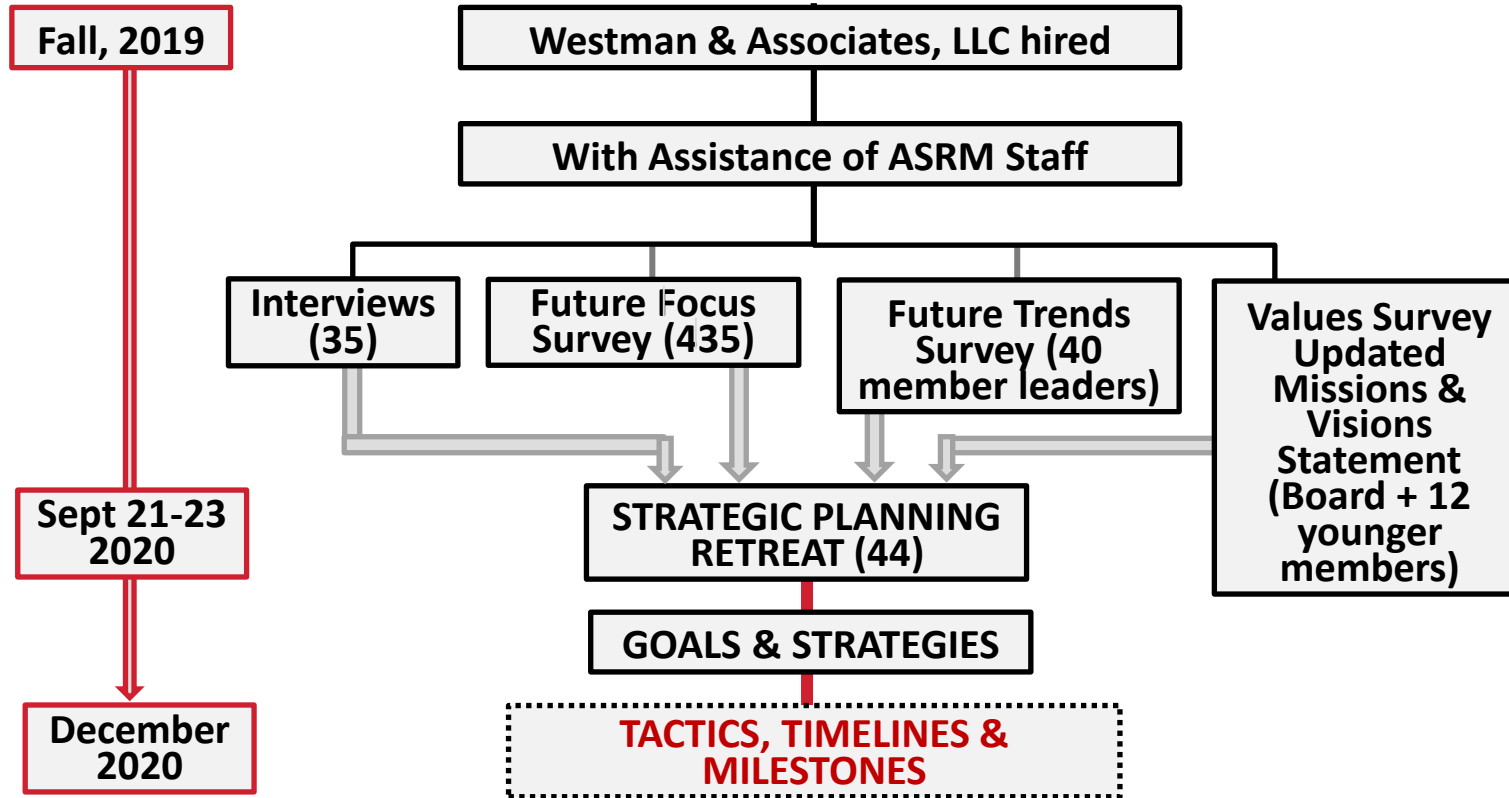


2020-25 ASRM STRATEGIC PLANNING



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- ❑ **Process began in the fall of 2019**
- ❑ **Westman & Associates (W&A) Consulting, LLC hired to manage process and moderate retreat**
- ❑ **Action steps undertaken by W&A, with assistance from our staff:**
 - ❑ **Step 1** – Gathered documentation
 - ❑ **Step 2** – Performed *Strategic Program Analysis (SPA)*, assessing current and potential Products, Programs, and Services regarding their Attractiveness, Capabilities, and Competitive Position
 - ❑ **Step 3** – Conducted 35 *Individual Interviews* with selected ASRM member and staff leaders.
 - ❑ **Step 4** – Developed and administered *Future Focus survey* to 435 selected ASRM stakeholders, with 209 respondents to the survey

2020-25 STRATEGIC PLANNING



- ❑ **Step 5** – Administered the Future Trends survey assessing the relevance of 50 trends identified by the ASAE as potentially impacting professional societies to selected ASRM member leaders, with ~40 respondents

- ❑ **Step 6** – Developed and administered the Values survey, and updated Mission and Vision statements, with entire Board plus some 12 select younger members

- ❑ **Step 7** – Drafted three Possible Scenarios that the Society may encounter 3 years into the Strategic Plan implementation process

- ❑ **Step 8** – 3-day Strategic Planning Retreat (44 participants excluding scribes)

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- ❑ **Step 9** – Prepared Strategic Planning Retreat Results - Summary Report
- ❑ **Step 10** – Goals & Strategies (aka, strategic directions & high-level tactic, respectively) collated by staff, shared with retreat participants, then members
- ❑ **Step 11** – Specific tactics, timeline and milestones drafted by staff for Board consideration in an iterative process over the remainder of the year

2020-25 STRATEGIC PLANNING RETREAT PARTICIPANTS



- Alan Penzias, MD
- Peter Schlegel, MD
- Jim Segars, MD
- Lee Rubin Collins, JD
- Paul Lin, BA, MD
- Ranjith Ramasamy, MD
- Samantha Butts, MD
- Lauren Berman, PhD
- Meike Uhler, MD
- Vickie Gamble, MPPM
- Rusty Howell
- Sigal Klipstein, MD
- Hugh Taylor, MD
- Christos Coutifaris, MD, PhD
- Clarisa Gracia, MD, MSCE
- Peter Chan, MD
- Ann Davis, MD
- Rick Paulson, MD
- Colin Thomas, BS, MHA
- Nam Tran, MD, PhD
- Dan Carre, CPA
- Julie Beckham
- Amy Sparks, PhD
- Bob Brannigan, MD
- Marcelle Cedars, MD
- Michael Thomas, MD
- Charlie Bormann, PhD
- Natan Bar-Chama, MD
- Kristin Bendikson, MD
- Eleanor Stevenson, RN, PhD
- Daniel Williams, MD
- Chevis Shannon, DrPH, MBA, MPH, MERC
- Emily Mounts, MS
- Catherine Racowsky, PhD
- Jim Toner, MD, PhD
- Samantha Pfeifer, MD
- Steven Lindheim, MD
- Eve Feinberg, MD
- Craig Niederberger, MD
- Dan Kaser, MD
- G. David Ball, PhD
- Sean Tipton, MA