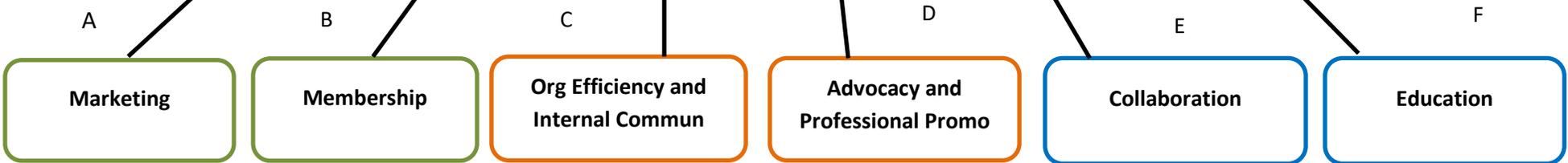
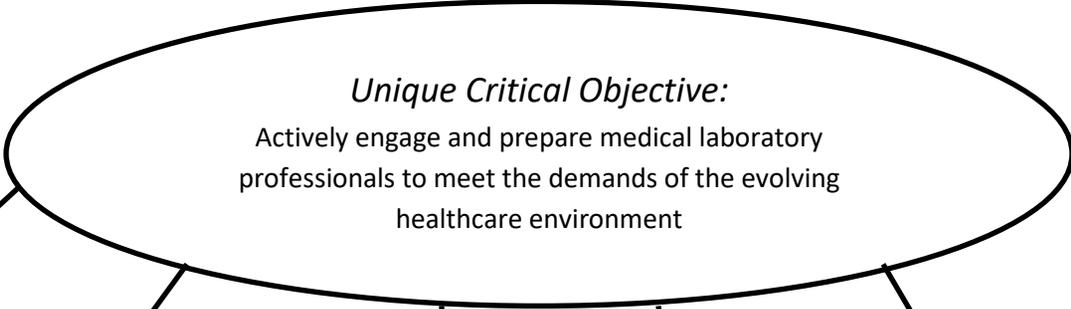


Strategic Map 2018



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| <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">1. Build the ASCLS brand for laboratorians positioned around the concept of a professional family.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Demonstrate the value of ASCLS to all key stakeholders.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Effectively leverage professional networks and Leveraging Social Media. Promote successes.</div> <div style="border: 1px solid black; padding: 5px;">4. Fully utilize the influential position of laboratory science educator to promote ASCLS and profession</div> | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Grow number of members & membership revenue</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Review current membership fees and categories and optimize</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">4. Address base of currently active volunteers who may drop away</div> <div style="border: 1px solid black; padding: 5px;">5. Increase Diversity</div> | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">1. Identify and disseminate leadership best practices and implement strategies for revitalization of Constituent Society</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Ensure a strong culture of mentorship and integrate into CE programs.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Foster systems that support a culture of accountability</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">4. Develop and maintain data-driven management platforms to evaluate and manage ASCLS activities.</div> <div style="border: 1px solid black; padding: 5px;">5. Increase engagement between national, regional and states.</div> | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">1. Work with partner organizations to maximize efforts on federal legislative and regulatory advocacy</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Define the role of laboratorians to meet demands within the evolving healthcare environment. Promote advanced roles.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Expand and strengthen the role of laboratorians as advocates of patient centered services</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">4. Increase visibility and recognition of the valuable role laboratorians play in healthcare</div> <div style="border: 1px solid black; padding: 5px;">5. Support efforts for state licensure from national level.</div> | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Strengthen the ties between ASCLS and other laboratory organizations.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Work inter-professionally to improve diagnosis, treatment, prevention and patient safety.</div> <div style="border: 1px solid black; padding: 5px;">4. Take full advantage of ASCLS role sponsoring NAACLS and the BOC.</div> | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">1. Expand CE</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. Promote professional development beyond CE</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Facilitate a culture of lifelong learning along a continuum of education that supports career advancement.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">4. Develop, support and maintain educational activities on leadership and mentorship</div> <div style="border: 1px solid black; padding: 5px;">5. Leadership development and succession planning in ASCLS.</div> |
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