



## AMERICAN THYROID ASSOCIATION STRATEGIC PLAN 2019-2022

<b>Metrics (quantitative or qualitative)</b>	<ul style="list-style-type: none"><li>• Assess roles of chairs and members of committees (e.g. Should Treasurer serve as chair of F&amp;A committee?)</li><li>• Committees evaluate charges and currently work plans against strategic goals (how they align and sunseting review)</li><li>• ED plan for association during hiring process</li><li>• Re-examine repackaging and monetizing existing content</li><li>• Develop a rapid response mechanism to association requests</li><li>• Consultant group considered to review meetings (Velvet Chainsaw or similar)</li><li>• Identify at least one revenue source per year, in terms of diversity and a percentage of revenue (tasked to Board, development, and F&amp;A Committees)</li><li>• Frequent/quarterly check-ins /communication with new ED</li><li>• New ED, Executive Committee and Board values and ensures diversity across all committees, physician leaders and staff</li><li>• Create Diversity and Inclusion Task Force</li></ul>
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Area of Focus	<b>4. Member diversity, growth, and engagement</b>		
Goal(s)	<ol style="list-style-type: none"><li>1. Increase membership numbers</li><li>2. Increase diversity and inclusivity across all arms and activities of the organization</li><li>3. Increase engagement of members in ATA activities</li></ol>		
Activities	Year 1: <ol style="list-style-type: none"><li>1. Add “diversity/inclusivity” to ATA values (G2)</li><li>2. Establish Diversity/Inclusivity Task Force (to include WIT) (G2); part of charge to investigate possible metrics for “inclusivity” (G3)</li><li>3. Include a trainee and an early-career member on each committee and task force (G2,3)</li><li>4. Conduct survey to assess why members do not continue (Assoc to Active/Corresponding members,</li></ol>	Year 2: <ol style="list-style-type: none"><li>1. Re-evaluate membership structure, including dues, duration of TRAC, possible discounts (e.g., “team” membership) (G1)</li><li>2. Develop any necessary new tools for obtaining relevant demographic data on members (includes identifying/hiring staff necessary to do this) (G2)</li><li>3. Increase participation of new and active members in ATA programs, committees, and leadership (G3)</li></ol>	Year 3: <ol style="list-style-type: none"><li>1. Modify membership structure to increase member recruitment and retention (G1)</li><li>2. Assess effect of old/new tools for measuring demographic variables relevant to member diversity (G2)</li></ol>



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	<p>or Active members continuing) (Membership Committee) (G1)</p> <ol style="list-style-type: none"><li>5. Assess current tools for obtaining relevant demographic data on members (G2)</li><li>6. Assess potential staffing needs to measure/track diversity metrics (G2)</li><li>7. Explore ways to incorporate adult learning principles into meetings (Program Committee) (G3)</li></ol>	<ol style="list-style-type: none"><li>4. Assess existing regional meetings (profitability, potential to increase ATA membership) (G1,3)</li><li>5. Design opportunities for mentorship (e.g., journal “junior editor”) (G3)</li><li>6. Plan ways to incorporate adult learning principles into meetings (Program Committee) (G3)</li></ol>	<ol style="list-style-type: none"><li>3. Pilot a regional meeting (G3)</li><li>4. Execute incorporation of adult learning principles into meetings (Program Committee) (G3)</li><li>5. Consider creation of a case-based journal to increase engagement (G3)</li></ol>
<b>Indicators of success</b>	<ul style="list-style-type: none"><li>• Increased ATA membership, including among members of currently underrepresented demographic groups (especially early-career, international, basic science) (G1,G2)</li><li>• Increased participation of diverse demographic groups in ATA programs, committees, leadership, and award recipients (G2)</li><li>• Increased participation of all members in ATA programs and activities (G3)</li></ul>		
<b>Metrics (quantitative or qualitative)</b>	<ul style="list-style-type: none"><li>• Creating and administering survey of membership nonrenewal within year 1 (G1)</li><li>• Annual 5% (relative) growth in total ATA membership (G1)</li><li>• Annual 20% (relative) growth in membership among early-career, international, and basic science members (G1)</li><li>• Annual 20% (relative) growth in membership among other demographic groups that currently comprise &lt;20% of total ATA membership (G1)</li><li>• Increase retention rate of Associate members transitioning to Active/Corresponding members to 30% (absolute) over 3 years (currently 20%) (G1,G3)</li><li>• Include at least 1 trainee and 1 early-career member on each ATA committee and task force (G2,G3)</li><li>• Increase diversity of participation in ATA staff (men), committee membership and leadership (Board and committee/task force chairs) (degree of increase to be defined by Diversity/Inclusivity Task Force based on baseline assessment) (G2)</li><li>• Increase the proportion of annual meeting participants (i.e., presenters, session chairs) who are early-career members (degree of increase to be defined by Diversity/Inclusivity Task Force based on baseline assessment) (G2,G3)</li><li>• Include at least 1 early-career member as faculty in each Meet-the-Professor session at annual meeting (G3)</li><li>• Increase the proportion of ATA members who vote in Board elections by 25% (relative) (G3)</li></ul>		
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