



# 2017 Strategic Plan

American Society for Pharmacology and Experimental Therapeutics



ASPET’s strategic plan highlights the approaches that the Council sees as necessary to keep pharmacology at the cutting edge of biomedical research and education. The new strategy is planned to enhance the core functions of the Society in a way that is consistent with ASPET’s vision and mission.

## Vision

Pharmacology is an essential integrative discipline that creates new knowledge about drug action and translates those discoveries into novel therapeutics. In order to improve health and cure disease, ASPET will be an advocate for everyone practicing this discipline.

## Mission

To be the professional home for educators, students, researchers, healthcare practitioners, and other professionals working to advance pharmacology research, exchange knowledge, and increase the impact and influence of this scientific discipline.

## Goals



### Goal A Promoting Pharmacology and ASPET

ASPET will promote society membership and educate the broader health science community and the general public about the contributions of pharmacology to public health.

#### Objectives:

1. For the general public and broader health community: Increase public awareness of pharmacology as a discipline and the contributions of pharmacologists.
2. To pharmacologists and scientists in pharmacology-related disciplines: Advocate for the discipline of pharmacology, stress the importance of pharmacological principles, and promote membership in ASPET.

**Strategies:**

ASPET's current marketing initiatives include a robust multi-channel strategy and focus on programmatic marketing. In order to better promote society membership and educate the broader health science community and the general public, ASPET will review and analyze existing marketing tactics and make enhancements in areas that are already successful. Such areas include the ASPET website, social media initiatives, *The Pharmacologist* newsletter, and other print and digital marketing collateral. ASPET will also explore new programs and campaigns to supplement our current marketing strategies. New focus areas include expanded use of videos, new society partnerships, and membership and community engagement.

**Goal B****Attracting and Developing the Next Generation of Pharmacologists**

ASPET will recruit and foster the next generation of pharmacologists while supporting career development for all of its members.

**Objectives:**

1. Introduce and attract pre-college and undergraduates to pharmacology and its spectrum of careers.
2. Help graduate students and postdoctoral fellows explore the diversity of career options and become competitive in pursuing careers that match their interests and capabilities.
3. Help early career and mid-level scientists thrive in their careers and support them through career transitions.
4. Enhance gender and ethnic diversity within the profession and in ASPET's leadership.

**Strategies:**

Through ongoing programming and member-driven initiatives, ASPET will provide mentoring and career development to its members as they move into and through the profession. Recognizing the importance of diversity in cultivating a strong workforce, ASPET will also work to improve inclusion within the society and the discipline. Focal areas include evidence-based improvements to existing programming, both at the Annual Meeting and throughout the year, increased collaboration on marketing and education outreach, and developing leadership and professional development opportunities for members at a variety of career stages.

**Goal C****Reimagining the Annual Meeting Experience**

The ASPET Annual Meeting will be the place to discover and to present the highest quality, innovative science in pharmacology and experimental therapeutics.

**Objectives:**

1. Present science of popular interest across pharmacology-related disciplines.
2. Make the meeting a forum for attendees to achieve their professional objectives (at all career levels and various organizational types).
3. Create a meeting experience appealing to more ASPET members.
4. Improve the poster experience for both the abstract submitter and the viewer by employing best practices and innovative presentation methods.

**Strategies:**

ASPET will conduct surveys and analyze conference metrics to assist the program committee in developing unique content that appeals to diverse groups of members, non-members, attendees, and non-attendees from a variety of segments such as career stages, topical specialties, and employment environments. Segments will be prioritized and plans developed to address their specific scientific, educational, and professional needs. These plans may include creating a more flexible session structure, designing new networking opportunities, and showcasing a greater portion of the top abstract submissions. ASPET will foster a culture of multi-disciplinary collaboration across the society's various segments.

**Goal D****Enhancing the ASPET Journals**

ASPET will increase subscriptions, citations, and submissions to our journals, and identify other ways our knowledge products can generate income.

**Objectives:**

1. Increase the quality and visibility of ASPET's pharmacology publications.
2. Increase citations and the Impact Factors of ASPET journals.
3. Investigate the feasibility of establishing one globally recognized high impact journal, with cascade to discipline journals.

**Strategies:**

The journals will utilize online services to expand the visibility of ASPET's titles. These efforts are expected to increase hits to the journals, which could lead to an increase in citations and could raise the Impact Factors. An online tool will be used to analyze published content for impact and examine the impact of rejected manuscripts. The Board of Publications Trustees will contract with a consultant to determine the feasibility of launching a new high-impact journal.

**Goal E****Advocating for Critical Science Policies**

ASPET will identify, develop and advocate for actionable science policies that are critical to our membership.

**Objectives:**

1. Continue to engage with FASEB and other coalitions on global science issues while developing new coalitions to further ASPET specific initiatives.
2. Identify unique and relevant policy issues and create position statements reflecting views widely held by ASPET members.
3. Identify and convene when necessary expert advocates from within the ASPET membership.
4. Present opportunities for ASPET members to share their expertise with policymakers and regulators.
5. Disseminate policy information and targeted calls to action to the ASPET membership.

**Strategies:**

The Science Policy Committee (SPC) will continue to serve as an advisory body to Council and will be on the frontlines of developing responses and positions on behalf of ASPET. Engagement with ASPET Divisions will be essential to determining the overarching policy concerns of the membership and providing access to experts in all areas of pharmacology. ASPET has begun disseminating government affairs and policy information to the membership via weekly legislative reports, in addition to featured articles in *The Pharmacologist* and targeted social media posts. ASPET will continue to develop advocacy resources for members including an “Advocacy Toolkit” on the website and facilitating opportunities for members to engage with their Congressional delegations. The Washington Fellows program will undergo a review, seeking input from all past fellows and looking at similar programs, to benchmark best practices. Interest in the program has grown exponentially in recent years, as has the level of alumni engagement.

**Goal F  
Strengthening ASPET**

ASPET will assess its financial and governance policies, identify priorities for change, and leverage global partnerships that strengthen the society.

**Objectives:**

1. Conduct a financial evaluation to develop sustainable business models for association activities and programs including meetings, journals, and divisions, and establish an operating philosophy for reserves and dues.
2. Develop a global partnership strategy with defined metrics of success that proactively identifies key partners and opportunities that strengthen ASPET.
3. Initiate a governance review of ASPET’s organizational structure, policies, and procedures to encourage meaningful member engagement and increase leadership diversity.

**Strategies:**

ASPET will create two task forces (financial and global partnership) to evaluate current activities and provide future direction for these respective areas. The Society will also conduct a governance review help ensure appropriate policies are in place and that the Society is using the most efficient governance practices and providing effective stewardship of the assets of the organization.