

# American Thyroid Association 2005 Strategic Plan



## **Increase Membership**

### *Expanded and Diversified Membership*

#### **GOAL: Increase Gender and Ethnicity Diversity**

Action Step #1: Increased participation in committees and meeting programs by women and minorities

- Responsible: President/President elect
- Date to be completed: Ongoing
- Measure of success: Track

Action Step #2: Consider child care options as one of the positive criteria for selecting meeting hotel; publicize if available

- Responsible: ATA Office
- Date to be completed: Ongoing
- Measure of success: Include question regarding use of and necessity for child care facilities in the 2006 meeting evaluation questionnaire

#### **GOAL: Increased Membership of Young Individuals**

Action Step #1: Presidential appeal to senior members (10+ years) to personally invite junior colleagues to attend a meeting and join ATA

- Individuals responsible: President/President elect
- Date to be completed: Early 2006
- Measure of success: Track new members

Action Step #2: Consider intermediate fee for first 2 years of active membership and require only updated CV and application for associate members upgrading to active membership

- Individuals responsible: Membership committee
- Date to be completed: May 2005 (approval at April council meeting)
- Measure of success: Track new members

Action Step #3: Discuss adding basic science program targeting Ph.D. involvement in endocrine fellows program

- Individuals responsible: Bryan Haugen
- Date to be completed: 2006 meeting
- Measure of success: Track new members

Action Step #4: Establish formal mentoring opportunities/program and advertise on web and in meeting program book

- Individuals responsible: Education committee
- Date to be completed: Web early 2005; 2006 meeting
- Measure of success: Track new members

## **GOAL: Increased membership participation from other specialties**

Action Step #1: Have a presence at other society meetings in exhibit hall

- Individuals responsible: ATA
- Date to be completed: ongoing
- Measure of success: Track new member applications

Action Step #2: Invite members of other groups to give talks {multi-disciplinary programs including regional annual symposia}

- Individuals responsible: Program committee
- Date to be completed: ongoing
- Measure of success: Track participation

## **GOAL: Increase International Membership**

Action Step #1: Invite international scientists and clinicians to present at meetings

- Individuals responsible: Program committee
- Date to be completed: Ongoing
- Measure of success: Track participation

Action Step #2: Reassess membership categories open to international scientists and clinicians

- Individuals responsible: Membership committee
- Date to be completed: April 2005
- Measure of success: Track new international members

Action Step #3: Enhance teleconference and web-based e-communication capacity to allow international members to participate in committees

- Individuals responsible: Executive Director
- Date to be completed: For full access as needed
- Measure of success: Ability of internationals to participate

Action Step #4: International members named to standing committees

- Individuals responsible: President and president elect
- Date to be completed: Done late fall 2004 and ongoing
- Measure of success: Track

## Increase Visibility

### **GOAL: Increased visibility among Government & Public Officials**

Action Item #1: Establish/refine a mechanism for the ATA to be aware of thyroid related public policy issues

- Responsible: Public Health and Clinical Affairs Committees, NY times news service, Council, link with Endocrine Society current updates
- Date to be completed: immediate
- Measure of Success: Being asked and able to publicly respond as an information source

Action Item #2: Define a strategic plan for a government liaison to aggressively educate and lobby public officials regarding the issues identified

- Responsible: Admin Director in conjunction with Public Health and Clinical Affairs Committees and the Council, send information proactively about thyroid related issues to appropriate government agencies and members of Congress (1 sheet information on KI and maternal fetal thyroid)
- Date to be completed: 6 months
- Measure of Success: Recognition by government officials as to the ATA's expertise on specific current issues

Action Item #3: Identify resources to implement the strategic lobbying plan in conjunction with AACE and The Endocrine Society

- Responsible: Secretary and Executive Director
- Date to be completed: ongoing
- Measure of Success: person appointed

### **GOAL: Increased visibility among Other Societies**

Action Item #1: Establish formalized channels for defining and implementing joint ventures with other societies (AACE, Endo Society, ACOG, ETA, AAES, etc.)

- Responsible: President/Secretary
- Date to be completed: ongoing
- Measure of Success: successful production of joint ventures in the educational and scientific arenas

Action Item #2: Identify topics and programs appropriate to joint sponsorship with other societies

- Responsible: Council with input from Education, Research, Clinical Affairs, and Public Health Committees
- Date to be completed: ongoing
- Measure of Success: successful production of joint ventures in the educational and scientific arenas

## **GOAL: Increased visibility within the Basic Science and Clinical Research Communities**

Action Item #1: Develop a “Thyroid Research Resource” on the ATA web site that provides information about model systems, cells lines, reagents, techniques, funding opportunities and clinical trial related to thyroid research

- Responsible: Research and Web site committees
- Date to be completed: begin within 1 year and ongoing
- Measure of Success: it exists and then number off hits

Action Item #2: Continuation of the ATA sponsored multidisciplinary spring research symposium (e.g. Thyroid Neoplasia, autoimmune, environmental)

- Responsible: Council in conjunction with other relevant committees
- Date to be completed: begin immediately
- Measure of Success: production of well-attended symposium with media attention and publication of data presented

Action Item #3: Continue to invite prominent speakers with good communication skills and expertise in the areas of basic and clinical research and public policy not limited to thyroid specific topics to the Scientific Meeting

- Responsible: Exec Dir. & secretary and Program committee
- Date to be completed: ongoing
- Measure of Success: production of well-attended enlightening symposium

## **GOAL: Increased visibility among Funding Agents**

Action Item #1: Ensure that there is a strong presence of thyroid researchers on funding agency review committees

- Responsible: members, solicit list of members willing to be NIH reviewers and submit list to the NIH, NCI and ACS
- Date to be completed: ongoing
- Measure of Success: Membership on study sections

Action Item #2: Encourage lobbying efforts of lay organizations on behalf of thyroid research

- Responsible: Lay affiliates
- Date to be completed: ongoing
- Measure of Success: increased funding for thyroid-related research

## **GOAL: Increased visibility among Physicians**

Action Item #1: Ensure that there are excellent educational materials including guidelines for practicing physicians on the ATA web site

- Responsible: Education, Clinical Affairs and Web site committees
- Date to be completed: ongoing
- Measure of Success: hits, citations in publications

Action Item #2: Maximize marketing effort of our ATA Annual Meeting and special spring symposia to endocrinologists, primary care physicians, and relevant specialists

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- Responsible: administrative staff and web site
- Date to be completed: ongoing
- Measure of Success: attendance, web site hits

Action Item #3: Ensure continuation of the affiliation with the Endocrine Fellows thyroid program

- Responsible: Bryan Haugen
- Date to be completed: ongoing
- Measure of Success: attendance at fellows' conference with extension into the fellows' track of the Annual meeting, increase in associate member category

Action Item #4: Ensure a strong clinical program at the annual ATA meeting

- Responsible: Program Committee
- Date to be completed: ongoing
- Measure of Success: attendance

Action Item #5: Ensure a broad distribution and analyze distribution list of Clinical Thyroidology; should it be provided to all endocrinologists

- Responsible: administrative staff
- Date to be completed: 6mo
- Measure of Success: distribution and feedback

### **GOAL: Increased visibility among Lay Public & Patients**

Refer to the Lay Involvement working group for action planning.

## New and Increased Sources of Money

### **GOAL: For ATA to be self sufficient in the absence of corporate support**

Action Step #1: Develop ATA stories from multiple points of view and tailor mode to prospective donor

- Individuals responsible: Development Committee, consultants to help develop materials
- Date to be completed: 1 year
- Measure of success: net increase in rate of donation dollars; success of a “Friends” association

Action Step #2: Hire a development professional or company

- Individuals responsible: secretary and executive director
- Date to be completed: 6 months
- Measure of success: net increase in fund raising

Action Step #3: Identify new industry sources for funding

- Individuals responsible: Council, Development Committee, Educational Committee
- Make the annual meeting attractive to a more diverse group of endocrine or cardiovascular pharmaceutical companies? Educational institutions
- Create educational materials of interest to pharmaceutical companies for purchase and distribution
- Date to be completed: 1-2 years
- Measure of success: increase in number of sponsors

Action Step #4: Expand donor base

- Sign up for additional state charitable organizations
- Expand patient donor base
- Set up a lay Thyroid Advisory Council to donate and provide ideas regarding a lay organization and fund raising
- Organize a lay organization Friends of the ATA provided with unique services
- Individuals responsible: president, secretary, education committee, additional ad hoc committee
- Date to be completed: 1 year
- Measure of success: additional donation; lay organization up and running

Action Step #5: Identify specific targets for funding in the ATA budget

Action Step #6: Explore what went wrong in prior fund raising

Action Step #7: Define \$\$ targets for specific fund raising activities

## Lay Involvement

### **GOAL: Define Lay Affiliation**

Action Step #1: Benchmark research other professional organization (such as American Cancer Society) and how they include lay participants.

- Individuals responsible: Patient Education and Clinical Affairs Chairs
- Date to be completed: next meeting
- Measure of success: determine other successful associations

Action Step #2: Explore effect of lay affiliates and interaction with the thyroid alliance and patient groups.

- Individuals responsible: Alliance, Council Liaison
- Date to be completed: after next Alliance meeting
- Measure of success: make sure all participating feel inclusive not exclusive

Action Step #3: Determine what patients would be willing to pay for – pay-as-you-go services vs membership

- Individuals responsible: Alan Farwell, Bobbi – website questionnaire
- Date to be completed: Next meeting
- Measure of success: ID of pts interests

### **GOAL: Specific activities for lay constituency**

Action Step #1: Determine what services patients would be willing to pay for (ie Newsletters (how often), e-mail alerts, Trial alerts, MD chat rooms)

- Individuals responsible: Alan Farwell, Bobbi – website questionnaire
- Date to be completed: Next meeting
- Measure of success: ID of pts interests

Action Step #2: Patient Education Symposium attached to meetings – determine format (presentations, Q&A, pt forum)

- Individuals responsible: Pt Education committee, Program committee
- Date to be completed: 2006 Spring and Annual meeting
- Measure of success: Running a program with patient attendants

Action Step #3: Plan to develop and carry out specific services for pts and lay public

- Individuals responsible: Patient education committee
- Date to be completed: future
- Measure of success: number of members, hits on programs

### **GOAL: Publish lay book “Patient Information from the Experts”**

Action Step #1a: Explore the financial costs of the book/financial impact

Action Step #1b: Package the website information

- Tabled at present due to larger impact of web-based activities

Action Step #2: Fundraising event for research with the annual meeting-Thyroid Ball, Raffle



AMERICAN  
THYROID  
ASSOCIATION  
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- Individuals responsible: Steve Sherman, President and Alliance
- Date to be completed:
- Measure of success:

### Action Step #3: Web-based information for patients

- Individuals responsible: Pt Ed Committee, Exec Dir and Alliance
- Date to be completed: now
- Measure of success: # of hits on website



## **Infrastructure**

### **Current Staff**

- Executive Director
- Finance Director/Meeting Organizer
- Staff Associate Manager/ Member Relations

### **Consultants**

- Media
- Webmaster
- THYROID editorial assistant (New York-Davies)
- Publications Consultants
- Short-term: temporary staff support

### **Potential Personnel Expansion**

- Public Affairs Specialist
  - Interface with patient/lay organizations, public health, media
  - Potential funding: maternal/fetal program
- Executive Assistant
  - Education/Scientific Program-outsource/seasonal
- Electronic Infrastructure Support-CME, virtual meetings, virtual exhibit hall,
- Research and Scholarship Specialist-archives and history, clinical trials, research materials, interface with industry, annual report
- Development Personnel
  - Explore value of dedicated on-site fund raiser