



Strategic Planning Report

Approved 09.14.09

AACPDM
Planning Report
Created: March 20, 2009 / Revised: August 25, 2009

VISION

A global leader in the multidisciplinary scientific education of health professionals and researchers dedicated to the well-being of people with childhood-onset disabilities.

MISSION

Provide multidisciplinary scientific education for health professionals and promote excellence in research and services for the benefit of people with cerebral palsy and childhood-onset disabilities.

ACADEMY VALUES

Collaboration– willing to work with others to achieve our mission

Innovation – commitment to explore new concepts to achieve our mission

Family Centered and Community Focused – the importance of recognizing the “child-in-family” and “child-in-community” in all issues concerning childhood disability

Excellence – what we strive to achieve in all our efforts

Key Action Areas and Initiatives

Financial Stability – assure the future of the Academy

- Annually achieve a balanced budget and mechanisms to include a review of the following topics:
 - Opportunities to charge for CME on the “web”
 - Increasing fees and charges at the Annual Meeting
 - Reviewing charges for all activities and the differential between fees for members and non-members
- Develop a Permanent Reserve Fund with one full year’s operating budget (including the budget for the Annual Meeting)
- Enhance our Development/Endowment Fundraising to include the following components:
 - 100% Board participation
 - Increased grass roots member participation
 - Increased corporate participation
 - Plans for patient participation
 - Plans for web-based incentives to enhance overall participation
 - Rename Committee- Financial Development Committee. It will remain a subcommittee of the Finance Committee

Education – expand the opportunities and offerings as a way to increase visibility and resources for the Academy

- Create an Education Plan that coordinates the education programs and activities of the Academy to include the following education components as an example:
 - Grand Rounds – accessibility and charges
 - Regional courses (including use of archived material)
 - Tutorials (including the provision of CME credits)
 - Web-based education (including use of archived material and provision for CME and CEU credits)
 - Utilizes popular programs from the Annual Meeting on the web
- Request a legal analysis of member only web sites (copyright issues)
- Identify the need for content presentations in multiple languages

Technology – make the Academy web site a major component of our programs, services and activities for all members and non members

- Conduct young member focus group(s) during the Annual Meeting that will identify:
 - Young members’ needs and expectations for web-based education
 - How young members use the web and new technologies
 - How to use the web to create interest among non-members

- Develop a coordinated strategy that makes the AACPDm web site a real valuable portal for members, providers, families, and others (when feasible seek outside expert advice on use of the web)
- Increase number of “hits” on the AACPDm web site by 200% in the next two years
- Increase archived education by 100% in the next two years
- Review potential alliances and partnerships with other major organizations regarding list serves for professionals

International – explore new opportunities that will enhance the delivery of quality care internationally

- Working with other partners on the international scene to develop coordinated strategies to develop or enhance:
 - international education opportunities
 - international alliances
 - international membership benefits and membership issues
 - creation of an international federation and an outline of its roles and responsibilities
 - strategies for caring for patients internationally by learning from each other
 - international mentorship programs
 - international exchanges and identifying education opportunities using technology (web based education not including the Journal)
- Develop a plan for an international meeting of interested international organizations in three years and the associated infrastructure for a “federation”
- Identify and make formal contact with 15 countries to identify key contact names, means of future communication (email and address) and level of interest for future cooperation on matters of education, research, and other items as identified

Membership – strengthen future growth through new recruitment and retention programs

- Within two years increase total net membership by 15%, with 20% coming internationally, using initiatives such as grand rounds which would be free to students, mentoring opportunities, outlining curriculum opportunities and other strategies as identified
- Develop a mentoring strategy for young members (enhances member retention) and non-members (encourages new member growth and shows our interest)
- Develop a strategy that engages Board members and past presidents in contacting non-members who attended the annual meeting – thanking them and encouraging future participation in the Academy
- Create relationships with other major organizations and request ability to solicit new members at their meetings

- Explore all areas for potential new members including strategies to solicit non-member presenters and authors
- Publicize membership benefits in DMCN and AACPDm Newsletter and perhaps affiliated society's newsletters

Research – Expand opportunities for education and guidance on grantwriting and grantsmanship and expand opportunities for funding through established and new sources

- Provide multiple levels of educational opportunities to develop quality research including grant writing seminars led by expert researchers available to provide hands-on consultation, workshops that provide feedback on proposals, and sessions on conducting research
- Explore new ways to utilize the internal research grants
- Explore more opportunities to fund pilot studies through seed grants
- Utilize the web site with links to established funding sources that support research projects
- Advocate for increased funding for the Academy on a national level

Journal – expand opportunities for cooperation, coordination and dissemination of information in a dynamic manner and through a new partnership

- Examine, with Mac Keith Press, the balance and composition of the editorial board
- Increase the involvement of the Publication Committee in editorial board meetings (using video links)
- Highlight Academy sponsored papers e.g.
 - Position papers
 - Commentaries and opinions
 - Instructional courses and grand rounds
 - Journal articles as CME for Academy members
- Long term potential
 - Embed Mac Keith Press in the Academy website
 - North American Editor handling papers
 - Part ownership of Mac Keith Press
- The Journal is widely respected world-wide – the Academy must cooperate and work to enhance this position

Governance – ensure the Academy is structured in an effective and efficient manner consistent with the new organizational dynamics for 2009 and beyond

- Appoint a broad-based Task Force to evaluate the current and suggest a new committee structure, board operations manual, and other new ideas necessary to move the Academy forward and address the changing dynamics on a global basis and report back to the Board of Directors in four months with its recommendations

Advocacy- Explore ramifications of interaction with parent grassroots organizations and other organizations such as United Cerebral Palsy

Education
 Advocacy
 Role of Family Forum
 Parent attendance at annual meeting
 Explore the role of parent and patient education

The following participants participated in the Strategic Planning Session:

Hank Chambers, MD – President
 Deborah Gaebler-Spira, MD – First VP
 Scott Hoffinger, MD – Second VP
 Richard Stevenson, MD – Treasurer
 Jean Stout, MS, PT – Secretary
 Lynne Romeiser Logan, MA, PT – Director
 Michael Aiona, MD – Director
 Darcy Fehlings, MD – Director
 Eileen Fowler, PhD, PT – Director
 Diane Damiano, PhD, PT – Past President
 William Oppenheim, MD – Past President
 Susan Sienko Thomas, MA – Website Committee Chair
 Alfred Scherzer, MD – Historian
 Peter Baxter, MD – DMCN Journal
 Caroline Black – Mac Keith Press
 Joe Dutkowsky, MD – Newsletter Editor
 Maureen O’Donnell, MD – 2010 Instructional Course Chair
 Kristie Bjornson, PhD, PT – 2010 Scientific Program Chair
 Robert Armstrong, MD – Publications Committee Chair
 Maureen Nelson, MD – Adapted Sports and Recreation Committee Chair
 Jilda Vargus-Adams, MD – Advocacy and Parent/Consumer Partnership Committee Chair
 Peter Blasco, MD – Awards Committee Chair
 Kerstin Sobus, MD – Lifespan Care Committee Chair
 Uri Givon, MD – International Affairs Committee Chair
 Deidre McDowell – former IAC Chair
 Maxine Kuroda, PhD, MPH – Research Committee Chair
 Lesley Wiart, PhD, PT – Treatment Outcomes Committee Chair
 Tracy Burr, BBA – AACPDMD Executive Director
 Kay Whalen, MBA, CAE – Consulting Partner