



**ASSOCIATION OF EDUCATORS IN IMAGING AND RADIOLOGIC SCIENCES
2019 – 2024 Strategic Plan**

Vision: To be the premier organization advocating for excellence in medical imaging and radiologic science education.

Mission: AEIRS supports the transformative development of exceptional medical imaging and radiologic science professionals through the promotion of academic excellence.

Values:
 Integrity - We operate ethically with honesty and transparency.
 Accountability - We are responsible stewards of the association through our financial, professional, and personal actions.
 Inclusivity - We are committed to supporting all individuals equally and fairly.

GOALS	STRATEGIES	TIMEFRAME	RESPONSIBILITY
Promote academic excellence	Investigate the feasibility of and develop national Practice Standards for educators.	2020 pre-annual BOD meeting/Long	ad hoc Advocacy Committee
	Investigate the feasibility of and develop a national certification examination for medical imaging and radiologic science educators.	2020 pre-annual BOD meeting/Long	ad hoc Advocacy Committee
	Achieve representation on national professional organization curricular committees and task forces.	2020 pre-annual BOD meeting - submit implementation plan w/timeline	BOD and Education Committee
	Expand opportunities for scholarly activities.	2020 pre-annual BOD meeting and then ongoing	BOD
	Establish Association mentoring opportunities for new Board members.	Long	BOD
	Create formal educational opportunities specific to new faculty members.	2019 fall BOD meeting - submit plan; 2020 mid-year BOD meeting - submit program for approval	Education Committee and Event Planner

GOALS	STRATEGIES	TIMEFRAME	RESPONSIBILITY
Enhance membership communication	Redesign the website to add online discussion boards, volunteer forms, and event calendar.	2019 fall BOD meeting and then ongoing	Operations Manager and Committee Chairs
	Bolster social media presence.	Long	BOD and Committee Chairs
	Create a comprehensive e-mail communication plan.	Long	BOD, Operations Manager, Event Planner, and Committee Chairs
	Investigate and purchase a webinar platform.	post-annual BOD 2019	Operations Manager
	Investigate the feasibility of contracting and hiring a marketing consultant.	post-annual BOD 2019/Long	BOD
Foster networking and collaboration opportunities	Offer regional meetings, webinars, and/or Annual Meeting breakout sessions.	2019 fall BOD meeting - submit plan; 2020 mid-year BOD meeting - submit program for approval	Education Committee, BOD, Operations Manager, and Event Planner
	Increase membership by 10% by 2024.	Long	Membership Committee and BOD
	Provide informal networking opportunities.	2020 mid-year BOD meeting – submit plan	Membership Committee, BOD, and Event Planner
	Increase attendance at educational offerings by 10% annually.	Long	BOD, Event Planner, and Education Committee