



**AMERICAN SOCIETY OF
EXTRACORPOREAL TECHNOLOGY**
Lead - Collaborate - Educate - Care

American Society of Extracorporeal Technology

2016 – 2018 Strategic Plan – Engagement and Professionalism

Strategic Initiative One: Disseminate and Support AmSECT University

Review and revise the original business plan, reflecting learnings and best practices, to ensure AmSECT is effectively supporting and marketing AmSECT University.

2016 Objective(s):

1. Board approved plan by March 31, 2016
2. Implementation and progress tracking year-long

Plan Considerations:

- Marketing strategies
- Tuition strategies
- Evaluation of Learning Management System (LMS) platform
- Support for Provost
- Include Dawn Oles, David Fitzgerald, Jeff Riley and SmithBucklin team

Metrics (reported monthly):

- Course ratings by college
 - Number achieving a benchmark score as determined by Deans
- Number of courses
- Number of new courses
- Number of course enrollments
- Number of certificates earned and CEU's awarded
- Number of members accessing site
- Number of guest users accessing site
- Number of institutional members

Strategic Initiative Two: Deliver Leadership Learning Curriculum

Develop, launch, and manage an AmSECT leadership and learning curriculum designed to provide current and new leaders the knowledge, skills and resources to actively participate in their programs. This will promote professional development and provide the basis for sustainability of leadership within perfusion and our Society.

2016 Objective(s):

1. Board-approved plan by July 1, 2016
2. Introduction and call for 2017 participants at Fall 2016 Q&O meeting

Plan considerations:

- Cohort-based
- One-day Leadership Symposium on the front end of both 2017 conferences, International and Quality & Outcomes
- AmSECT University leadership learning module
- Submission and review of a quality improvement project
- Mentoring circles and trained coaches

Metrics:

- Number of registrants at Leadership Symposium
- Number of registrants that earn certificate of completion
- Number of mentors
- Course evaluations

Strategic Initiative Three: Embrace Governance Effectiveness

Implement leading and best practices in governance, which span structure and culture. This will enhance volunteer engagement and drive efficiencies across the business of AmSECT.

2016 Objective(s):

1. Draft Bylaws revision by September 1, 2016 for presentation at the October Board Meeting
2. Revised Bylaws presented to membership 60 days prior to the 2017 Business Meeting and voted on at Meeting
3. Redesigned committee structure (& charters) implemented by July 1, 2016
4. Develop scorecard to track committee progress and effectiveness

Plan considerations:

- Review of Bylaws to identify opportunities for improvement and ensure they support the current business and strategic initiatives of AmSECT
- Evaluate each AmSECT Committee and the charters

Metrics:

- Bylaws revised and approved by membership
- Number of committees redesigned
- Number of committees dissolved
- Scorecard created for committee tracking

Strategic Initiative Four: Grow Membership & Strengthen Member Engagement

Develop and implement a three-year, market-driven membership growth and engagement 'campaign' /plan resulting in increased membership levels and an AmSECT brand deemed as THE resource & home for perfusionists.

2016 Objectives:

1. Needs assessment or survey sent to AmSECT stakeholders (members, lapsed members, non-members, industry partners, etc. by May 1, 2016)
2. Results and engagement campaign presented to Board at August meeting (in time for 2017 budget considerations)
3. Develop and maintain a directory of all Chief, Lead or Directors of Perfusion Departments at every hospital in the United States performing cardiac surgery

Plan considerations:

- Review of Membership Committee structure
- Marketing membership as an education resource/expense
- Consider strategies for leveraging technology
 - i. Website
 - ii. Social media

Metrics:

- Completed needs assessment
 - Survey to members and non-members to evaluate how well the needs of the community are being met
- Restructured membership committee
- Number of active members
- Number of international members
- Completed directory of all Chief, Lead or Directors of Perfusion Departments in the United States

Strategic Initiative Five: Optimize AmSECT Partnerships

Review, organize, prioritize, and document existing and desired organizational partnerships impacting AmSECT. This will improve the understanding of shared obligations and create efficiency in the effort to advance AmSECT's work.

2016 Objectives:

1. Develop a formal relationship between the PERForm registry and AmSECT by April 30, 2016
2. Convene inaugural Industry Advisory Council at International meeting, and develop guiding principles document by March 31, 2016
3. Develop a memorandum of understanding template to define the relationship between AmSECT and our industry partners by August 31, 2016

Plan Considerations:

- PERForm Registry
 - Memorandum of understanding
 - Co-marketing strategy
 - Discussion concerning discounts for participating in PERForm based on active AmSECT membership
- Industry Partners and Organizations
- State Perfusion Societies
- American Academy of Cardiovascular Perfusion (AACP)
- American Association of Blood Bankers (AABB)
- American Association for Thoracic Surgery (AATS)
- American Board of Cardiovascular Perfusion (ABCP)
- Australian and New Zealand College of Perfusionists (ANZCP)
- Congenital Cardiac Anesthesia Society (CCAS)
- Extracorporeal Life Support Organization (ELSO)
- Society for the Advancement of Blood Management (SABM)
- Society of Cardiovascular Anesthesiologists (SCA)
- Society of Thoracic Surgeons (STS)

Metrics:

- Formal relationship between the PERForm Registry and AmSECT
- 2017 International Conference to be held in conjunction with AATS
 - Positive educational experience
 - Cost neutral
- Continued collaboration between Pediatric and Congenital Committee and ELSO to hold an educational conference every other year
- Organization of inaugural Industry Advisory Council
- Creation of memorandum of understanding template



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