INTRODUCTION: The profession of nuclear medicine has evolved over the past several years, and continues to evolve to include imaging and therapy beyond the sole use of radioactive materials. Fusion imaging, combining traditional nuclear medicine with other imaging technologies like CT and MRI and their related contrast agents, as well as new and exciting areas like fluorescence imaging are examples of this. ‘Molecular imaging and therapy’ is a phrase which has been developed in recognition of this expansion. As such, the SNMTS has embraced this evolution with a vision of being the recognized leader in this exciting and ever-growing arena. During this revolutionary period, the SNMTS recognizes that the transition is ongoing and the terminology will take time to be adopted. With this in mind, the mission statement - the statement which underlies the current focus of, and gives direction to all that the SNMTS does currently - includes both ‘molecular’ and ‘nuclear medicine’. But the vision statement - the statement that defines the direction that the SNMTS is working toward - only includes the terminology ‘molecular imaging and therapy’. This vision brings the strategic plan in line with the tagline of the SNM and SNMTS, “Advancing Molecular Imaging and Therapy”, which was adopted several years ago. As the goals of the strategic plan are designed to work toward that vision, the reader will notice that the new terminology has been incorporated throughout this document.

MISSION: SNMTS is dedicated to the advancement of molecular and nuclear medicine technologists by providing education, advocating for the profession, and supporting research to achieve clinical excellence and optimal patient outcomes.

VISION: To be recognized as the leader in molecular imaging and therapy. To be dedicated to the advancement of the profession through adoption of emerging technologies.

GOAL A: Increase Membership—Increase the overall number of technologist and student technologist members. Increase the proportion of technologists in the profession who are SNMTS members.

Objective 1: Reach and retain student members after graduation. (Year 1)

(Student Membership Task Force, Membership Committee, Educators Committee)

Critical Success Factor: Receive accurate statistics from the SNM Membership Department regarding the retention rate of students after graduation.

Critical Success Factor: Determine the percentage of program directors who are SNMTS members and who participate in the free student membership.

Barrier: Inaccurate data or data not collected in a manner that would allow for analysis.

Strategy: Develop and implement a mechanism to contact students before and immediately after graduation. (Year 1)

1. Establish a process to obtain updated contact information for students.
2. Send all students an email reminder, before graduation, with a link to update their contact information.
3. Collaborate with certification boards (NMTCB and ARRT) for contacting newly certified graduates.
4. Contact program directors for updates of student contact lists.

Critical Success Factor: Obtain updated student information.
Barrier: Programs have different graduation dates, which will complicate sending out the email. Students can indicate on their certification boards that they do not wish for professional societies to contact them; this will hinder the most efficient means of obtaining contact information—from the boards. Program directors may not have the most updated information.

**Strategy:** Create specific education offerings for students to encourage them to renew membership. *(Year 1)*

**Critical Success Factor:** Determine what programs new graduates will be interested in, such as tips on building resumes or interviewing for jobs.

**Critical Success Factor:** Expend time and effort to produce educational offerings that will result in effective outcomes.

**Strategy:** Achieve buy-in from program directors regarding the importance of the SNMTS and the benefits it offers. *(On-going)*

**Strategy:** Create a program that will pair students with an experienced mentor. The mentor should stay with the student throughout the 2-year program.

**Objective 2:** Develop specific membership initiatives to reach nonmembers. *(Membership Committee) (Marketing Company)*

**Strategy:** Create incentives for members who recruit the largest number of new members within an established period. *(Year 2)*

**Strategy:** Hold a chapter-to-chapter competition. The chapter that obtains the largest number of new members will receive a prize; provide 1 free on-line CEU credit to each member of the winning chapter. *(Year 2)*

**Strategy:** Establish dues discount programs. *(Year 3)*

**Strategy:** Determine if a monthly debit plan is feasible for membership dues. *(Year 3)*

**Strategy:** Implement discounts for joining as an entire department. *(Year 3)*

**Strategy:** Develop a certificate program to recognize departments that are staffed completely by SNMTS members. List in *JNMT* all departments that have SNMTS members. *(Year 3)*

**Strategy:** Request feedback from local organizations on the percentage of nonmembers in a specific region. Survey that population in particular. *(Year 1)*

**Strategy:** Promote membership among other molecular imaging groups, especially those that may not have a prominent professional society. *(On-going)*

**Strategy:** Obtain a list of certified technologist from the NMTCB and market to those technologists who are not SNMTS members. *(On-going)*

**Strategy:** Promote job listings as a benefit. *(Year 1 and on-going)*

**Critical Success Factor:** Get chapters involved, including involvement at the grassroots level by local organizations.
Objective 3: Better market SNMTS membership benefits. 
(Membership Committee, Program Committee, Advocacy Committee, Educators Committee, Publications Committee) (Marketing Company)

Strategy: Increase awareness of membership benefits by cross-tabulating SNMTS versus its “competitors.” (Year 1)

Strategy: Develop an informational brochure for chapters to distribute on the advantages of joining SNMTS. (Year 1)

Strategy: Promote the strengths of SNMTS. Communicate its value beyond CE (promote SNM procedure guidelines, position papers, etc.). (On-going)

Strategy: Provide a listing of other opportunities within institutions, such as jobs that are still within the field but are not just a clinical technologist position (radiation safety officer, health physics manager, etc.). (Year 1-3)

Objective 4: Provide sessions at the annual meeting that will attract new members, such as PET, MRI, mammography, and CT for technologists who have radiography training. (Year 3)

Critical Success Factor: Appropriate financial resources to ensure implementation of the plan.

Critical Success Factor: Achieve outreach to other professionals.

Objective 5: Introduce sessions or workshops in collaboration with other organizations or specialty groups, such as echocardiography, CTA, ASNC, and oncology. (Year 5)

Critical Success Factor: Achieve the willing collaboration of other organizations.

Objective 6: Track retention rates and improve overall statistical gathering to use toward marketing. 
(Membership Committee) (Marketing Company)

Strategy: Determine why members leave, why they do not purchase certain educational materials, etc. (Year 3-5)

Strategy: Focus marketing initiatives specifically to members and nonmembers based on their unique needs. (Year 5)

Critical Success Factor: Utilize Marketing Department and Marketing Consulting Company.

Objective 7: Work collaboratively with local organizations. 
(Membership Committee, Local Organization Subcommittee) (NCOR)

Strategy: Encourage local organizations to join the national SNMTS. (Year 3)

Strategy: Offer a discounted dues structure for members paying local organization dues. (Year 3)

Strategy: Assist local organizations with finding speakers. (Year 5)
Strategy: Have a tabletop for SNM materials in the vendor area. (Year 3)

Critical Success Factor: Have funding available for the strategies. Determine the return on investment (ROI).

GOAL B: Enhance Marketing—Increase the professional visibility and recognition of the SNMTS through effective branding and communication. Improve the public perception and understanding of the use of radioactive materials in medicine.

Objective 1: Educate and promote the mission and vision of the SNMTS to chapters and SNMTS members. (Year 1)
(Membership Committee, Publications Committee, Continuing Education Committee)
(NCOR, Executive Board, SNMTS Leadership)

Strategy: Ensure that chapters know the mission and vision of the organization and work collaboratively to move toward that goal. (Year 2)

Strategy: Enhance interaction with the national office. Ensure that every communication is a successful experience. (Ongoing)

Strategy: Continue SNMTS Leadership visits to chapters and begin visits to local organizations. (Year 1 and ongoing)

Strategy: Include mission and vision in all SNMTS publications (Uptake, JNMT).

Strategy: Promote the strengths of SNMTS; communicate its value beyond CE. (Ongoing)

Critical Success Factor: Utilize Marketing Department and Marketing Consultant.

Objective 2: Develop educational materials that outline the benefits of nuclear medicine and molecular imaging.
(Publications Committee, Continuing Education Committee, Program Committee, Nuclear Medicine Week Task Force)

Strategy: Enhance the promotion and visibility of Nuclear Medicine Week. (On-going)

Strategy: Create a task force focused on Nuclear Medicine Week. (Year 1)

Strategy: Introduce sessions or workshops in collaboration with other organizations or specialty groups, such as echocardiography, CTA, ASNC, or oncology.

Objective 3: Increase the perceived value of the SNMTS fellow credential status. Recognize and promote SNMTS fellows publicly for their dedication and expertise within the profession.
(Membership Committee)

Strategy: Review other organization’s processes for fellows. (Year 2)

Strategy: Research options on the cost associated with the application process for the SNMTS fellow. (Ask chapters to help with the costs to fund the fellow application.) (Year 3)

Strategy: Utilize SNMTS fellow expertise through involvement in SNMTS Leadership and mentoring programs. (Work with PDTF// Year 2)
Strategy: Acknowledge SNMTS fellows at the national level, such as on banners at the annual meeting. (Year 1)

Strategy: Encourage chapters to promote SNMTS fellows. Educate the chapters about the value of being a fellow. (Year 1 and on-going)

Objective 4: Promote the nuclear medicine and molecular imaging profession to high school and undergraduate students, with the intention of recruiting future healthcare professionals. (Educators Committee, Student Membership Task Force)

Strategy: Collaborate with other healthcare professional organizations (e.g., HOSA) to increase the visibility and recognition of nuclear medicine as a healthcare profession. (Year 2)

Strategy: Set up a booth at the meetings of other organizations, such as HOSA. (Year 1)

Strategy: Create a program for educators to use when working with high-school students and when visiting high schools. (Year 3-5)

Strategy: Collaborate with high-school counselors (e.g., through the American School Counselor Association) to ensure that they have information about the profession. (Year 3-5)

Objective 5: Identify and network with specific organizations to maximize the visibility of the profession. (Program Committee, Continuing Education Committee, Educators Committee, Membership Committee)

Strategy: Identify members who are members of other groups and can serve as liaisons. (Year 1 and on-going)

Strategy: Collaborate with other organizations of the healthcare professions (e.g., radiation therapy, AMA, ACR, ACNP, ASRT, ASTRO, AMI, NIH, and NRC) to provide educational forums. (Year 3)

1. Make the public and patients aware of the value of radioactive materials.
2. Provide education on the safety of medicine and deemphasize fear while promoting the value of the imaging modalities and profession.
3. Provide a list of expert speakers on specific topics.

   Critical Success Factor: Identify groups and define what is needed and wanted in the relationship with each group.

Objective 6: Market member benefits to technologists to ensure that they realize the value of membership. (Membership Committee and Student Membership Task Force) (Marketing Company)

Strategy: Create a specific SNMTS marketing message for technologists. (Year 1)

   Critical Success Factor: Make membership and leaders aware of and open to greater marketing to technologists.

Strategy: Create a presentation on what the SNMTS does for member advocacy. (Year 1)
Critical Success Factor: Identify speakers and a meeting platform for the presentation.

Objective 7: Apply new forms of marketing directed toward the younger professional.  
(Student Membership Task Force, Membership Committee, Continuing Education Committee) (Marketing Company)  

Strategy: Create SNMTS electronic social networking, such as Facebook, Twitter, and blogs.  (Work with PDTF and Year 1 and 2)  

Critical Success Factor: Identify who will maintain the social network (Young Professionals Committee).  

Critical Success Factor: Ensure the social network is used wisely, efficiently, and effectively.  

Barrier: Keeping up with advancements in technology and the newest trends may be difficult.  

Strategy: Set up a lounge at the annual meeting and mid-winter meeting for networking between younger and older professionals. (Year 5)  

Objective 8: Increase visibility at chapter and local organization meetings.  
(Membership Committee, Advocacy Committee, Educators Committee, Program Committee, Publications Committee) (SNMTS Leadership)  

Strategy: “What does SNMTS do for you” update—15–20 minutes at the beginning of the meetings. (Year 1)  

Strategy: Increase visibility to all nuclear medicine technologists through sources other than meetings. Add a visible area on chapter and local organization Web sites or email benefits to all certified NMTs. (Year 1-3)  

GOAL C: Improve Leadership—Increase the quantity of qualified leaders within the organization. Enhance relationships with other organizations.  

Objective 1: Create career-enhancing initiatives and programs for SNMTS members. (Year 3-5)  
(Professional Development Task Force; PDEF; Committee on Scholarships, Grants and Awards; Advanced Practice Committee)  

Strategy: Provide career-enhancing special programs for mid-level (5–10 years of service) and senior-level (more than 10 years of service) technologists. (Year 3-5)  

Objective 2: Enhance the Leadership Academy. (Year 1)  
(Professional Development Task Force and PDEF) (SNMTS Leadership)  

Strategy: Help chapters start their own leadership academies. (Year 5)  

Strategy: Create a “how to” handbook for the Leadership Academy. (Year 3)  

Critical Success Factor: Communicate the value and effectiveness of the Leadership Academy to the chapters.  

Barriers: Getting people excited about being involved in the SNMTS governance.
Barriers: Buy-in from the chapters.

Strategy: Create a team of Leadership Academy alumni and past SNMTS Leadership who can serve as a sounding board for the chapters in developing the Leadership Academy. (Year 2-3)

Barriers: Chapters that do not utilize the “team of experts.”

Strategy: Provide clear career goals for attendees. (Year 1 and On-going)

Objective 3: Be more proactive in identifying young, passionate, dedicated technologists and recruit them into SNM activities.

(Student Membership Task Force; Task Force on Professional Development; Membership Committee; Committee on Scholarships, Grants and Awards; Educators Task Force)

( NCOR, Executive Board, SNMTS Leadership)

Strategy: Bring 5–10 new technologists into governance each year. Ask chapter representatives to identify 1–2 new technologists from their chapter. (On-going)

Critical Success Factor: Learn of potential technologists from chapters.

Critical Success Factor: Acquire financial resources.

Strategy: Create “Governance 101”—what is it, how do you get involved, etc. (Year 1)

Critical Success Factor: Review the Emerging Leaders Program that was completed several years ago.

Strategy: Invite individuals to governance meetings. (On-going)

Critical Success Factor: Have leadership encourage uninvolved members to participate in meetings in which they are interested.

Barrier: Overcoming the viewpoint of previously uninvolved invitees that attendance at governance meetings is not productive or important. Increasing awareness of prior actions taken by the committees.

Strategy: Expand mentoring program. (Year 3)

Strategy: Update mentoring plan so that mentors understand their roles and expectations. (Year 1-2)

Strategy: Have mentor and mentee work together to set short-term and long-term goals. (Year 1)

Strategy: Formulate teaching strategies that will accommodate the different learning styles and generational perspectives. (Year 3-5)

Strategy: Create a Young Professionals Committee. (Year 1-2)

Critical Success Factor: Create a strong educational program to allow for understanding of governance structure.

Barrier: Identifying the positions available for individuals.
Barrier: Finding time for leadership to be able to mentor.

Objective 4: Create specific leadership sessions and activities that would be available during the annual and mid-winter meetings. (Year 1)
(Professional Development Task Force)

Strategy: Create educational sessions about the SNMTS governance structure for any technologist interested in becoming involved in governance. (Year 2)

Critical Success Factor: Acquire the resources to assemble a successful program.

Critical Success Factor: Determine the successes and shortcomings of previous leadership educational sessions.

GOAL D: Advance Education—Be the leading provider of resources and opportunities in educational advancement and professional development.

Objective 1: Increase the number of online or live educational offerings for technologists.
(Continuing Education Committee, Program Committee, Educators Task Force)

Strategy: Include specific sessions on CT, MRI, emerging technologies, and interdisciplinary education. (Year 3)

Strategy: Develop webinars and webcasts for individuals who are unable to attend the annual meeting. (Year 1)

Strategy: Update current educational offerings. (Year 1 and on-going)

Strategy: Increase or create educational opportunities for other modalities.

Critical Success Factor: Identify a way to achieve the goal while ensuring that programs will be self-sustaining.

Objective 2: Collaborate with other imaging or therapy organizations to attend and provide educational programs at the annual meetings, online, etc. (reciprocate with the SNMTS as well).
(Program Committee and Continuing Education Committee) (Executive Board, SNMTS Leadership)

Strategy: Identify new organizations with similar interests to collaborate on educational opportunities. (Year 1)

Strategy: Revisit the balance of sessions covering current practice versus sessions covering emerging technologies. Determine whether more sessions on emerging technologies should be added to the mid-winter and annual meetings.

Barrier: Overcoming the problem of increasing the number of sessions covering emerging technologies; many attendees come to the major meetings looking for education applicable to their current practice.

Strategy: Introduce sessions or workshops in collaboration with other organizations or specialty groups, such as echocardiography, CTA, ASNC, or oncology. (Year 1)

Critical Success Factor: Hold leadership meetings to discuss the opportunities that would apply to both organizations.
Objective 3: Advertise and communicate the educational offerings of the SNMTS to SNMTS members and nonmembers. (Year 1)
(Program Committee, Continuing Education Committee, Membership Committee, Publications Committee) (Marketing Company)

Strategy: Appropriately market educational offerings as an SNMTS member benefit. (Year 1 and on-going)

Strategy: Email Uptake to a wider audience (including members). (Year 1 – members; Year 2 – wider audience)

Strategy: Provide a SmartBrief-type email blast. (On-going)

Strategy: Utilize social networking.

Objective 4: Continue to promote the SNMTS curriculum guide as the standard for the profession.
(Educators Committee) (NCOR, Executive Board, SNMTS Leadership)

Strategy: Work to transition all educational programs to include the recent revision of the curriculum guide by 2015. (Year 3)

Critical Success Factor: Enhance program-director relationships with the SNMTS.

Objective 5: Become more involved in the SNM Clinical Trials Network (CTN).
(All committees) (NCOR, Executive Board, SNMTS Leadership)

Critical Success Factor: Ensure leadership is well versed about the CTN.

Strategy: Partner with SNM to determine how the SNMTS will work within the CTN. (Year 1 and on-going)

Strategy: Provide continuing education programs about the CTN. (Year 3)

Critical Success Factor: Identify resources through the CTN to assist in providing these programs.

Strategy: Ensure technologist involvement in CTN committees. (Year 1 and on-going)

Strategy: Communicate to the SNMTS membership how the CTN is important to them and why getting involved is important. (Year 1)

Objective 6: Continue to develop research opportunities for technologists, in the form of funding and research fellowships. (Year 5)
(Committee on Scholarships, Grants and Awards)

Strategy: Clearly outline the pathway to develop research opportunities for technologists. (Year 3 and On-going)

Objective 7: Assist the meeting planners of chapters and local organizations.
(Membership Committee, Program Committee, Committee on Scholarships, Grants and Awards)
Strategy: Create and maintain an up-to-date speaker contact list, by topic, from which the meeting planners of chapters and local organizations can recruit faculty. (Year 1)

Strategy: Establish a grant program to assist with the funding of faculty travel to the meetings of chapters and local organizations. (Year 3-5)

Strategy: Create a video library that chapters and local organizations can use for presentations during their meetings. (Year 5)

Strategy: Tell the meeting planners of chapters and local organizations that existing programs and presentations are available. (Year 5)

Objective 8: Actively promote the NMAA and masters programs and encourage those enrolled in, or graduating from, them to participate in the SNMTS and its educational offerings.

(Advanced Practice committee) (NCOR, Executive Board, SNMTS Leadership)

Strategy: Identify ways for the NMAA to be included in the SNMTS Leadership Academy. (Year 5)

Strategy: Include a member of the NMAA committee on the education committee. (Year 5)

Strategy: Establish an NMAA representative on the NCOR. (Year 5)

Critical Success Factor: Identify NMAA students and tell them of specific ways they can participate within the SNMTS. (Provide a list of project opportunities within the SNMTS.)

Objective 9: Ensure that educational programs are presenting up-to-date material.

(Continuing Education Committee, Program Committee, Publications Committee)

Strategy: Create an audit system to review online offerings and ensure that information is current, correct, and within the practice standards and policy of the SNM. (Year 3)

Objective 9: Identify the knowledge and skills needed to perform as a nuclear medicine technologist from a global perspective.

(International Working Group)

Strategy: Collaborate with international liaison organizations to determine cognitive, psychomotor and affective standards for entry level nuclear medicine technologists around the world (2 years)

Strategy: Develop global competencies for entry-level nuclear medicine technologists (2 years)

Strategy: Present competencies to other international stakeholder organization and receive buy-in and endorsement.

Strategy: Collaborate with the international organization to determine cognitive, psychomotor and affective standards for nuclear medicine technologists practicing at an advanced level around the world (5 years)

Strategy: Develop global competencies for advanced-practice nuclear medicine technologists (3 years)
Strategy: Create educational programs, such as webinars, online courses, live courses at international meetings, to help facilitate the implementation of the competencies (both entry level and advanced level).

GOAL E: Improve Communication—Improve communication among leadership, chapters, local organizations and individual technologists.

Objective 1: Improve communication between national and chapter leadership and membership. *(Membership Committee, Publications Committee) (NCOR, Executive Board, SNMTS Leadership)*

Strategy: Have the *Uptake* editorial board establish a chapter presidents column to be run in each issue. *(Year 1)*

Strategy: Establish a brief annual electronic survey through which individual members can voice their opinions or express their thoughts and concerns about issues affecting the profession. *(Year 5)*

Strategy: Continue SNMTS Leadership visits to chapters. *(On-going)*

Strategy: Have the *Uptake* editorial board establish an NMAA column. *(Year 3)*

Strategy: Work with local organizations (not necessarily affiliated with the SNM), gain access to tabletops, make presentations at meetings, etc. *(Year 2)*

Critical Success Factor: Identify and contact the leadership of those groups.

Strategy: Include more information for technologists in the *SmartBrief* and more information on the specific, current projects of the SNMTS. *(On-going)*

Strategy: Include NMAA presentations at chapter meetings (by or for NMAAs). *(Year 3)*

Objective 2: Allow the general membership greater access to leadership. *(Membership Committee, Publications Committee) (NCOR, Executive Board, SNMTS Leadership)*

Strategy: Hold regular online town meetings with the leadership and include time for members to ask questions. *(Year 5)*

Strategy: Set up a notice board for the nuclear medicine technology leadership. Allow members to post questions and then receive responses from leadership. *(Year 5)*

Strategy: Add online brief video summaries of society activities and video biographical sketches of leadership and committee members. Post a different video each month, rotating the SNM and SNMTS presidents. *(Add to election ballot.) (Year 3)*

Strategy: “What is the SNMTS doing for you?”—have a button on the Web site that allows individuals to review the current activities of the SNMTS. Include summary reports from groups within the SNMTS (e.g., chapters, committees, or leadership). Add a button that allows individuals to ask questions and provide feedback. *(Year 3)*

Critical Success Factor: Disseminate the information in a way that will be useful to the member (prioritization).
**Objective 3**: Collaborate with the leadership of international nuclear medicine professional organizations in order to build a strong relationship. *(International Working Group)*

**Strategy**: SNMTS leadership will attend international meetings and participate when appropriate. *(on-going)*

**Strategy**: SNMTS leadership will conduct annual meetings with the leadership of international organizations. *(1 year)*

**Strategy**: SNMTS will develop a long range strategic plan for collaboration with the EANM Technologists Committee and other relevant international organizations to ensure a worldwide understanding of the field of nuclear medicine. *(5 years)*

**GOAL F: Optimize Advocacy**—Increase advocacy efforts and ensure that the advocacy initiatives are relevant for the profession.

**Objective 1**: Develop relationships with local organizations to improve collaboration between the chapter and national levels of the SNMTS on advocacy issues. *(Advocacy Committee, Membership Committee) (NCOR, Executive Board, SNMTS Leadership)*

**Strategy**: Improve cohesion between the SNMTS, chapters, and state and local organizations. *(Year 1)*

**Strategy**: Send emails monthly for posting on local, state, and chapter Web sites. *(Year 1)*

**Strategy**: Obtain a greater number of State Health Policy Liaisons (SHPLs) per state through state and local societies to help educate others. *(Year 1)*

**Strategy**: Compile and email SHPL newsletters quarterly. *(Year 1)*

**Strategy**: Create an advocacy Web page linked from the technologist Web page. Post a glossary of terms and acronyms. *(Year 1)*

**Objective 2**: Maintain a relationship with CRCPD by initiating 3-year terms for SNMTS representatives. *(Year 1 and on-going)*

**Strategy**: Include SNMTS member representation at the CRCPD annual meeting. *(Advocacy Committee) (NCOR, Executive Board, SNMTS Leadership)*

**Critical Success Factor**: Provide funds for people to attend the CRCPD annual meeting.

**Objective 3**: Identify a liaison within the SNMTS to work with the joint commission. *(Year 1 and On-going)*

**Strategy**: Ask the joint commission to allow the SNMTS to have an official liaison.

**Objective 4**: Reorganize the SNMTS culture to be the repository of legislative and advocacy information on nuclear medicine and molecular imaging. *(Advocacy Committee, Membership Committee) (NCOR, Executive Board, SNMTS Leadership)*
Strategy: Improve communication to and the understanding of SNMTS members on advocacy issues at the state and national levels. (Year 5)

Strategy: Communicate what the SNMTS does for its members regarding advocacy issues at the state and national levels. Communicate victories on the technologist Web site. (Year 5)

Strategy: Create a regular column in Uptake on advocacy issues, concerns, and successes. (Year 1)

Strategy: Get more SNMTS members involved in advocacy initiatives by improving communication at the grassroots level and creating a regularly updated advocacy section on the Web site. (Year 5)

Strategy: Provide resources to assist NMT state societies with researching and obtaining state licensure to practice nuclear medicine and CT. (Year 5)

Strategy: Compile a listing of state regulations and contact persons. (Year 5)

Critical Success Factor: Purchase Capwiz for moving national and state bills.

Strategy: Include a direct link to the SNMTS Web site on other organization’s Web sites. (Allow reciprocal effort.) (Year 5)

Objective 5: Strengthen and nurture relations between the SNMTS and the officials of state licensing agencies. (Advocacy Committee)

Strategy: Provide a periodic “summit” meeting at which SNMTS leadership and state officials can discuss relevant issues. (Year 5)

Strategy: Work with states to establish uniform standards for approval of continuing education (preferable to blanket acceptance of VOICE-approved CE credits). (Year 5)

Critical Success Factor: Identify which states do not accept VOICE credits.

Strategy: Set up crediting sharing with state licensing agencies. (Year 5)

Objective 6: Promote the NMAA and ensure that its role is recognized in all states. (Advocacy Committee, Advanced Practice Committee) (NCOR, Executive Board, SNMTS Leadership)

Strategy: Get ACR approval of the NMAA roles and responsibilities. (Year 5)

Strategy: Work with state licensing agencies to ensure that the NMAA will be able to work in the states. (Year 5)

Critical Success Factor: Work with specific states in which an NMAA program has been created to ensure that the NMAA will be able to work in that state.

Strategy: Work with key stakeholders to get approval and recognition of the NMAA position. (Year 5)

GOAL G: Improve Resource Management—Increase revenue-producing projects. Improve internal
Objective 1: Increase development of revenue-producing programs. (Year 1-3)  
(All Committees) (NCOR, Executive Board, SNMTS Leadership)

Critical Success Factor: Find revenue to create and develop programs.

Strategy: Increase the availability of Web conferencing (for the annual meeting or other paid events). (Year 3)

Strategy: Offer some or all of the annual meeting program online live for remote attendance. (Year 3)

Strategy: Have NCOR delegates provide input from chapters as to what the chapters would like to see offered.

Strategy: Send more frequent emails about SNMTS items for sale, and include the less expensive items such as the pin or coffee cup to take advantage of impulse purchases. (Year 1 and On-going)

Strategy: Create and develop PET/NCT and other workshops.

Critical Success Factor: Ensure that workshops do not overlap other chapter or national meetings.

Strategy: Have a tabletop and a local SNMTS member at all local, state, and chapter meetings. (Year 1)

Strategy: Develop an NMAA review course for the board examination. (Year 3)

Strategy: Expand the number of mid-winter and annual meeting sessions captured for online education offerings. (Year 1)

Objective 2: Create study guides for entry level and specialty examinations offered by NMTCB and ARRT.  
(Continuing Education Committee and Publications Committee)

Strategy: Create a task force to develop study guides (entry level, NCT, PET, CT, and MRI). Ensure that NMTCB and ARRT representatives are on the task force to provide input into the process. (Year 3)

Critical Success Factor: Identify individuals with expertise to develop the study guide.

Barrier: Identifying individuals who do not have a conflict of interest.

Objective 3: Identify and prioritize activities for better utilization of human resources, including leadership and staff.  
(Finance Committee) (NCOR, Executive Board, SNMTS Leadership)

Strategy: Audit current SNMTS programs to see if they should be continued. (Review success, revenue generation, outcomes, etc.) (Year 3)

Strategy: Eliminate programs that are no longer fulfilling a need of the membership. (Year 3 and On-going)
Objective 4: Ensure proper management of SNMTS finances by monitoring the ongoing activities of the section bimonthly.

(Finance Committee) (NCOR, Executive Board)

Strategy: Suggest expenditure-cutting topics for the SNMTS members on the Management Fee Task Force to discuss with the SNM and the management company. (Year 1 and On-going)

Strategy: Monitor the management budget for overages and fairness of expenses and revenues. (Year 1 and On-going)

Strategy: End the fiscal year with a balanced budget. (Year 1 and On-going)

Strategy: Encourage the management staff to be financially accountable for budget overages that eventually are charged to the SNMTS without its knowledge or input. (Year 1 and On-going)

Strategy: Have a staff liaison provide to committee chairs the annual budget and monthly management reports of actual expenses. (Year 1 and On-going)

Objective 5: Utilize the NMAA and masters program students and faculty to produce and deliver educational offerings and to make presentations at chapter and society meetings.

(Advanced Practice Committee, Continuing Education Committee, Membership Committee) (NCOR, SNMTS Leadership)

Critical Success Factor: Communicate with NMAA program directors.

Strategy: Hold workshops at the annual meeting and the mid-winter meeting for individuals wanting information on developing a new NMAA program. (Year 3)

Strategy: Transition the Advanced Practice Committee into a working group of NMAAs. (Year 3)

Strategy: Have a track at the SNM annual meeting specifically targeting the NMAA (A+ credit). (Year 3)