



SFRBM 2011 Business Plan

(Containing Vision Statement & Key Strategic Objectives from 5-Year Strategic Plan 2008-2012)

Vision Statement: The Society for Free Radical Biology and Medicine will be the premier scientific organization for the discovery and exchange of knowledge in the field.

EDUCATION & PROFESSIONAL DEVELOPMENT

Descriptor	Strategy / Goal / Action	Committee Responsible	Suggested Completion Date (no later than)	Actual Completion Date	Reasons if not completed or completion notes
Strategy 1	To provide educational programs for both the lay and scientific communities, catalyze new research and promote professional development.				
2011 Goal	1.1 Execute 4 trainee/new investigator professional development sessions for annual meeting	Education	5/1/11		
2011 Goal	1.2 Develop & execute one Opening Doors program at the Annual Meeting.	Women in Science	11/30/11		
2011 Goal	1.3 Develop 8 Free Radical School seminars that compliment scientific program.	Free Radical School	5/1/11		
Action	1.3.1 Produce a FRS handout for the 2011 meeting with the presentation slides of all speakers, and post the slides on the SFRBM site.	Free Radical School	10/1/11		
Action	1.3.2 Audio and video record FRS lectures at the Annual Meeting	Free Radical School	11/20/11		
2011 Goal	1.4 Develop 1 pre-meeting workshop for annual meeting.	President	4/15/11		
2011 Goal	1.5 Increase mentor/mentee pairs to 60 for mentoring program	Women in Science	12/31/11		
Action	1.5.1 Rewrite guidelines for mentoring program	Women in Science & Professional Development	5/15/11		
Action	1.5.2 Develop measurement criteria for success of mentoring program	Women in Science & Professional Development	9/1/11		
2011 Goal	1.6 Develop a minimum of 8 educational webinars.	Free Radical School/Website	12/31/11		
Action	1.6.1 Deliver 4 quarterly scientific webinars	Free Radical School	12/31/11		
Action	1.6.2 Generate 4 webinar recordings from the 2011 FRS talks.	Free Radical School	12/31/11		

RESEARCH & SCIENTIFIC EXCELLENCE

Descriptor	Strategy / Goal / Action	Committee Responsible	Suggested Completion Date (no later than)	Actual Completion Date	Reasons if not completed or completion notes
Strategy 2	To provide an environment for the exchange of information and technology to promote scientific excellence.				
2011 Goal	2.1 Develop 4 sessions for annual meeting that support scientific excellence	President	4/15/11		
Action	2.1.1 Secure minimum of 18 proposal submissions for sessions	President	12/15/11		
Action	2.1.2 Establish a standing Program Committee of 18 scientists representing Free Radical researchers worldwide	President	2/1/11		
2011 Goal	2.2 Develop a scientific excellence recognition program for young investigators.	YI/Trainees/ Awards-Junior	5/1/11		
Action	2.2.1 Fund two cycles of new Mini-Fellowship program	YI/Trainees	12/31/11		
Action	2.2.2 Report at annual meeting on progress of Young Investigators network.	YI/Trainees/ Awards-Junior	12/1/11		
Action	2.2.3 Select Young Investigator Award and Travel Awards program winners.	Awards – Junior	11/30/11		
Action	2.2.4 Write section in SFRBM DOT reminding young investigators about available awards and deadlines	Awards – Junior	5/1/11		
Action	2.2.5 Revise selection criteria for young investigator awards and post on SFRBM website.	Awards – Junior	6/1/11		
2011 Goal	2.3 Develop a scientific excellence recognition program for Senior investigators.	Awards – Senior	12/1/11		
Action	2.3.1 Select Discovery Award recipient.	Awards – Senior	6/1/11		
Action	2.3.2 Review FOS Designation process and report to Council at Annual Meeting	Awards – Senior	12/1/11		
Action	2.3.3 Report progress on mentoring award procedure/selection at annual meeting.	YI/Trainees/Awards-Senior	12/1/11		

COMMUNICATION & STRATEGIC ALLIANCES

Descriptor	Strategy / Goal / Action	Committee Responsible	Suggested Completion Date (no later than)	Actual Completion Date	Reasons if not completed or completion notes
Strategy 3	To promote the Society's reputation and visibility, as well as the interests of its current and potential members, to the scientific community and public.				
2011 Goal	3.1 Distribute \$20K annually to increase visibility membership and recognition with related interests internationally.	Strategic Alliances & Outreach	12/31/11		
Action	3.1.1. Conduct a cost benefit analysis of program and report to council at Annual Meeting.	Strategic Alliances & Outreach	12/1/11		
2011 Goal	3.2 Secure a minimum of two (2) strategic alliance partners	Strategic Alliances & Outreach	12/31/11		
2011 Goal	3.3 Provide editorial content for 25 FRBM Journal issues	Publications	12/31/11		
Action	3.3.1 Review and define goals of publications committee	Publications	7/1/11		
Action	3.3.2 Review and define appointment process of associate editors & editorial board members (diversity)	Publications	11/1/11		
Action	3.3.3 Establish & submit journal subcategory recommendations to Associate Editors	Publication	7/1/11		
Action	3.3.4 Conduct feasibility study or survey to determine our ability to increase visibility with funding agencies	Marketing - External	12/1/11		
Action	3.3.5 Develop and distribute a minimum of four (4) press releases annually	Marketing - External	12/31/11		
2011 Goal	3.4 Redevelop society website to improve the content and exposure of website to members and field	Website	5/1/11		
Action	3.4.1 Implement and launch an effective forum on the website	Website	5/1/11		
Action	3.4.2 Review the "Employment" section to ensure it is user-friendly with a search tool and an option for members to receive an email when new postings added.	Website	5/1/11		
Action	3.4.3 Add links to related societies / organizations (i.e., SOT, nitric oxide society, free radical organizations.)	Website	5/1/11		
Action	3.4.4 Transfer the 1995-2007 FR School presentations from the University of Iowa site to the SFRBM site.	Free Radical School	5/1/11		
2011 Goal	3.5 Develop mobile web application for society	Website	8/1/11		
2011 Goal	3.6 Conduct a feasibility study of hiring an IT Staff member for society and report to council	Website/Finance	7/1/11		

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Strategy 3	To promote the Society's reputation and visibility, as well as the interests of its current and potential members, to the scientific community and public.				
2011 Goal	3.6 Develop a society social media strategy for external marketing	Marketing - External	5/1/11		
Action	3.6.1 Develop and execute informational video to market society	Marketing – External	12/31/11		
Action	3.6.2 Develop a minimum of 4 YouTube videos to promote society	Marketing - External	12/31/11		
Action	3.6.3 Publish 4-6 issues of the SFRBM dot in 2011; circulate electronically + archive on website	Marketing – Internal	12/31/11		

ORGANIZATIONAL & MEMBERSHIP DEVELOPMENT

Descriptor	Strategy / Goal / Action	Committee Responsible	Suggested Completion Date (no later than)	Actual Completion Date	Reasons if not completed or completion notes
Strategy 4	To maintain an infrastructure that supports the operational and membership objectives of the Society.				
2011 Goal	4.1 Promote charitable donations as a mode of supporting the long-term efforts of the society.	Finance/Investments	12/31/11		
2011 Goal	4.2 Raise \$30,000 in support for the 2010 meeting.	Fundraising/ Sponsorship	10/1/11		
2011 Goal	4.3 Develop a short list of 5 members as candidates for the President-Elect position (election to be held in Summer 2012)	Nominations/ Leadership Development	12/31/11		
Action	4.3.1 Develop a database of key contributors to the society (especially younger to mid-level investigators) who might be approached to run for Council	Nominations/ Leadership Development	12/31/11		
Action	4.3.2 Recruit 5 individuals who have been traditionally underrepresented in science for leadership positions. Establish a better balance between young and senior researchers in leadership.	Nominations/ Leadership Development	12/31/11		
2011 Goal	4.4 Increase the society membership by 3% over 2011 final numbers.	Membership – Recruitment	12/31/11		
2011 Goal	4.5 Increase post doc members by 15% over 2011 final numbers.	Membership – Recruitment	12/31/11		

2011 Goal	4.6 Secure a minimum of 20 new members outside of the United States	Membership – Recruitment	12/31/11		
2011 Goal	4.7 Ensure each council member will send a minimum of ten (10) personal invitations to secure new members	Membership – Recruitment	12/31/11		
2011 Goal	4.8 Maintain a minimum of 70% retention	Membership – Retention	12/31/11		
Action	4.8.1 Conduct a minimum of one (1) drawing annually for a free membership in each of the student and post doctoral membership categories	Membership – Retention	12/31/11		
Action	4.8.2 Launch Institutional Memberships (blanket membership covering multiple students/trainees through one university or institution).	Membership – Retention	10/31/11		
2011 Goal	4.9 Develop a recommendation for small institution representation on Council and present to council for approval	Nominations/ Leadership Development	12/1/11		