

**SFRBM FIVE (5) YEAR STRATEGIC PLAN: 2008 - 2012  
(with 2008-2009 Business Plan)**

*Approved by participants on 3/30/08.*

*Initial Business Plan is April 1, 2008 – December 31, 2009*

**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**

<b>2012 Strategic Objective #1: To provide educational programs for both the lay and scientific communities, catalyze new research and promote professional development.</b>			
<b>2008 - 2009 Goals</b>	<b>Position Responsible</b>	<b>Expense</b>	<b>Completion Date</b>
1.1 Incorporate trainee/new investigator educational components into annual meeting	YI/Trainees		Nov 30, 2008
1.2 Produce Sunrise Free Radical School	Free Radical School		Dec 31, 2008
1.3 Implement new webinar program	Special Education Projects		Dec 31, 2008
1.4 Implement and launch an effective forum on the website	Website		Sept 30, 2008
1.5 Initiate Mentoring program	YI/Trainees & Women in Science		Nov 30, 2008
1.6 Brainstorm approaches to educate the public about our field	Marketing/PR - External		Dec 31, 2008

## **RESEARCH & SCIENTIFIC EXCELLENCE**

<b>2012 Strategic Objective #2: To provide an environment for the exchange of information and technology to promote scientific excellence.</b>			
<b>2008 – 2009 Goals</b>	<b>Position Responsible</b>	<b>Expense</b>	<b>Completion Date</b>
<b>ANNUAL MEETING</b>			
2.1 Produce a high-quality educational meeting	Scientific Program		Nov 30, 2008
2.1.1 Establish a standing Program Committee that completes the invited program component			
2.1.2 Invite noted speakers from related fields who publish in high profile journals			
2.1.3 Organize poster symposium at the annual meeting			
2.1.4 Have a Young Investigator event and a Women in Science event			
<b>JOURNAL</b>			
2.2 Improve the visibility of the journal	Marketing - External		Mar 31, 2009
2.3 Conduct comprehensive review of the strategic alliance to the journal	Publications		June 30, 2009
2.3.1 Hire a scientific writer for communicating press releases and summaries			
2.3.2 Publish Methods articles			
2.3.3 Survey editorial board and membership for ways to improve original research paper impact (more focused survey)			
<b>WEBSITE</b>			
2.4 Improve the content and exposure of website to members and field	Website		June 1, 2009
2.4.1 Publish FRBM commentaries online			
2.4.2 Publish Sunrise School videos online			
2.4.3 Advertise web access to membership and potential membership			
2.4.4 Sustain current content --Maintain all existing web functions: Free Radical School, Membership List, contact and meeting information			
2.5 Maintain a minimum of ___ page views on website	Website		Dec 31, 2008
<b>AWARDS</b>			
2.6 Develop strategies for endowing one-year research fellowship	Fellowships		Dec 31, 2008
2.7 Sustain YIA, Senior Investigator and meeting Travel Awards	Awards – Senior Awards - Junior		Dec 31, 2008

## **COMMUNICATION & STRATEGIC ALLIANCES**

<b>2012 Strategic Objective #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.</b>			
<b>2008 – 2009 Goals</b>	<b>Position Responsible</b>	<b>Expense</b>	<b>Completion Date</b>
3.1 Develop a plan that will increase the number of alliance partners to benefit our members	Strategic Alliances & Outreach		Dec 31, 2008
3.2 Develop an educational session with a related organization at their national meeting	Strategic Alliances & Outreach		Dec 31, 2008
3.3 Support and sustain SFRBM group meetings in different SFRR Americas regions	Strategic Alliances & Outreach		Dec 31, 2008
3.4 Develop two web cross referencing programs	Special Education Projects		Mar 1, 2009
3.5 Develop a scientific review program that would be approved by SFRBM (seal of approval)	Marketing - External		June 30, 2009
3.6 Develop a database of scientific expertise of SFRBM members	Marketing - Internal		Sept 30, 2008
3.7 Convene and publish consensus statements on topics of SFRBM expertise	Publications		June 30, 2009
3.8 Develop a web cast for Free Radical School	Free Radical School		Mar 31, 2009
3.9 Develop some form of alliance with press/media	Marketing - External		June 30, 2009
3.9.1. Draft proposal for council consideration to hire part-time staff person to coordinate committees activities by November 2008 and hire by July 1, 2009.			
3.10 Establish a Communications and Governmental Affairs Committee	Marketing - External		Nov 30, 2008
3.10.1 Draft a proposal to form committee by the next Council Meeting November 2008. Identify and recruit Chair and members by July 1, 2009.			
3.11 Establish a quarterly Society Electronic Newsletter	Marketing - Internal		Dec. 31, 2008

## **ORGANIZATIONAL & MEMBERSHIP DEVELOPMENT**

<b>2012 Strategic Objective #4: To maintain an infrastructure that supports the operational and membership objectives of the Society.</b>			
<b>2008 – 2009 Goals</b>	<b>Position Responsible</b>	<b>Expense</b>	<b>Completion Date</b>
4.1 Increase the society membership by 5% to 1500	Membership Recruitment		Dec 31, 2008
4.1.1 Develop a plan to specifically target new members in SFRR Americas regions, including South America & Canada			
4.2 Increase retention of members by 25%	Membership Retention		Dec 31, 2008
4.3 Monitor and evaluate all contractual arrangements	Finance/Investment		Dec 31, 2008
4.4 Restructure the committees and assign council member responsibilities	Nominations/ Leadership Development		Apr 1, 2008
4.5 Modify Society by-laws for member approval	Nominations/ Leadership Development		Nov 30, 2008
4.6 Meet with HPA and Elsevier to discuss their roles in the implementation of the strategic plan and business plan	President and/or VPs		June 30, 2008
4.7 Develop and implement a plan to secure new financial revenues	Fundraising/ Sponsorship		Nov 30, 2008
4.8 Submit a letter/proposal to NIH officials advocating the need of a study section and its membership focusing on relevant Society research	Marketing - External		Jan 30, 2009
4.9 Submit a letter/proposal to NIH officials advocating the importance of study section membership with relevant expertise to the Society	Marketing - External		Jan 30, 2009
4.10 Catalog SFRBM members participation on review panels and increase by 5%	Marketing - Internal		Feb 28, 2009