AIRA STRATEGIC PLAN

2017 – 2019

Goals, Objectives & Strategies

LEADING AUTHORITY

——— Goal ———	*Maintain the role of leading authority in all IIS related areas to influence national priorities*

Objectives	Strategies
1) Represent IIS interests as the voice of the IIS community	♦ Solicit feedback from community on key issues ♦ Serve as a champion on behalf of the AIRA membership and IIS community
2) Provide thought leadership to enhance AIRA influence	♦ Monitor trends and respond to key issues ♦ Actively engage partners and stakeholders to provide guidance on IIS policy and strategy ♦ Create an environment that promotes the collaboration of IIS thought leaders to enhance AIRA's influence and advance the interests of the AIRA membership and IIS community
3) Be the leading authority in education and training to support increased IIS competencies	♦ Develop and implement a communication plan to effectively disseminate information and promote AIRA's products, resources, and services to the IIS community and stakeholders ♦ Develop and implement new educational strategies and products based on emerging trends

STANDARDS & BEST PRACTICES

	Goal	*Guide and support all IIS to align with standards for optimal performance and data use*

Objectives | ## Strategies

1) Identify, prioritize and/or develop standards that bring value to IIS
- Create a plan to identify and prioritize areas that need standards development
- Identify gaps in existing standards
- Develop and modify standards as needs are identified

2) Assist IIS in achieving standards alignment using consistent and verifiable methodologies
- Create and implement a process for developing measures to assess standards alignment
- Develop a communication and education plan to support the IIS program's achievement of standards, involving representation from across the IIS community
- Assist IIS in determining alignment with selected standards

3) Provide technical assistance to support IIS in implementing standards
- Support the implementation and continued maintenance of electronic data exchange
- Advocate for adequate resources for IIS development to better align with assessment measures
- Evaluate the outcomes and impacts of technical assistance offerings

4) Develop guidance to support IIS readiness for data use
- Evaluate data quality (including completeness, accuracy and timeliness) by conducting an environmental scan of measures in use
- Develop and promote a guidance plan for IIS to perform data quality assessment and improvement

COMMUNITY & STAKEHOLDER COLLABORATION

Goal	*Increase collaboration within the IIS community and among other stakeholders to build consensus and leverage resources*

Objectives

Strategies

1) Support cost effective and sustainable IIS development

- ♦ Lead and/or support joint development and implementation efforts
- ♦ Develop strategies to reduce disparities between IIS

2) Promote membership engagement

- ♦ Develop and implement a plan to increase membership and support membership engagement
- ♦ Recruit new participants for AIRA committees and workgroups
- ♦ Identify needs and align committees to support organizational priorities

3) Engage partner organizations and stakeholders in AIRA activities[1]

- ♦ Develop a strategic partnership plan to support and align with AIRA's goals
- ♦ Conduct regular partner calls to facilitate communication and collaboration
- ♦ Recruit partner organizations to participate and support AIRA
- ♦ Engage immunization program managers in AIRA activities

[1] Discussions about industry trends and AIRA's key priorities resulted in the identification of the following strategic partners for consideration: Center for Disease Control, American Academy of Pediatrics(AAP) and American Congress of Obstetricians and Gynecologists (ACOG)

ORGANIZATIONAL INFRASTRUCTURE

—— Goal —— *AIRA will have a strong organizational structure to support its vision and mission*

Objectives

Strategies

1) Seek funding to ensure that AIRA is sustainable and independent

- ♦ Identify and pursue diverse funding opportunities that support AIRA's vision and mission
- ♦ Develop strategies for cultivating partnerships to support AIRA sustainability and diversification

2) Maintain appropriate resources to support AIRA activities

- ♦ Review and revise the committee structure as necessary and clarify obligations and expectations to align with the current needs of the organization and communicate to the stakeholders
- ♦ Develop a strategy to ensure efficient allocation of resources
- ♦ Structure staffing to support the needs of the organization

3) Ensure the composition of AIRA's Officers and Board of Directors supports the goals of the organization

- ♦ Define and develop a plan to establish representation on AIRA's board that is reflective of the community it serves
- ♦ Create a plan for identifying and providing support for future Directors and Officers