AIRA STRATEGIC PLAN

2017 – 2019
# Goals, Objectives & Strategies

## LEADING AUTHORITY

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<th>Goal</th>
<th>Maintain the role of leading authority in all IIS related areas to influence national priorities</th>
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<th>Objectives</th>
<th>Strategies</th>
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| 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

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| 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**

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

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| 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 activities¹ | ♦ 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 |

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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

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| **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 |