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# 2020 Executive Director Objectives Draft February 3, 2020

## 2020 Key Organizational Objectives

Improve Member and Certificant's Experience – Customer Service

Drive Workforce Competency: Define, Align, Validate, Advocate

Grow ACRP Value Proposition with Employers (B2B Sales/Paid cert. and memberships/WISC/PWA)

Data-Driven Decision Making – Leverage Member Survey and Internal Data

Implement New Strategy for Development and Use of ACRP T&D Tools

Develop Strategic Alliances to Drive Growth into New Market Segments

Staff Development – Culture of Teamwork

**Maintain** Financial Stability while Enhancing Infrastructure

## **Improve Member and Certificants Experience / Customer Service:**

Upgrade for AMS “Back End” (Purchases, Tracking, Profile, etc): Q4

Implement New Software to track calls/email to provide accountability and resolution: Q4

Implement New Chapter Structure after Review of Pilot Q4 – Q1 2021

Conduct Two Regional Conferences to Support Chapters: Q4

Review Certification Pricing Structure and make recommendations: Q3

Launch New Certification Sub-Specialty Designation: Leadership and Management: Q3

On-Line “News Room” Q1

## **ACRP Recognized as Leader in Workforce Innovation and Development:**

Launch PWA Pilot Q1

Capacity and Demand Analysis Whitepaper Q2

Grow PWA Members to expand PWA “Careers in Clinical Research” Campaign / New Structure Q2

Certification and/or ELKA to Support Hiring Analysis Q2-4

Explore Restructure of Certification to ACRP-CP and make recommendations: Q4

- **Grow ACRP Value Proposition with Employers:**
  - Business Revenue – **Total: \$2,256k** = Advertising (\$360k)/eLearning+Classroom (\$812k)/New Corporate Pricing Structure (\$144k)/ Expo (\$820k): **Q4**
  - Link Members to Employer in AMS: **Q4**
- **Data Driven Decision – Leverage Membership Survey/Internal Data:**
  - Conduct Additional Member Market Research (Topic TBD): **Q3**
- **Implement New Strategy for Development and Use of T+D Tools:**
  - Alignment of T+D/Cert with Competencies (Define/Align/Validate) **Q1-4**
  - Train the Trainer Product: **Q1**
  - Implement New LMS eLearning Platform: **Q1**
  - Increased Interactive Modules (Simulation and Mini-Modules): Transition to ProFiciency and Digital: **3 New Modules by Q4**

- **Develop Strategic Alliances to Grow in New Market Segments:**
  - Geographic - **TBD**
  - Therapeutic Associations: **Oncology / CVCT**
  - Other CR Associations (e.g. DIA, SCRS, etc) – **PWA inclusion**
  - CTSA Grant Proposal: **Submit by EOY**
  - Technology Providers – **Tech Competencies Q3**
- **Staff Development – Culture of Teamwork:**
  - Training Programs on Teamwork: **Q1-4**
  - Reward and Recognition for “Team Players”: **Q1-4**
- **Maintain Financial Stability While Enhancing Infrastructure:**
  - Net Operating Income: **\$249k**
  - Pay Back on Loan - **TBD**