



■ FOR LEARNING ■ FOR LISTENING ■ FOR LIFE

2021 Strategic Planning - Draft

Jim Kremidas, Executive Director, ACRP

October 28, 2020

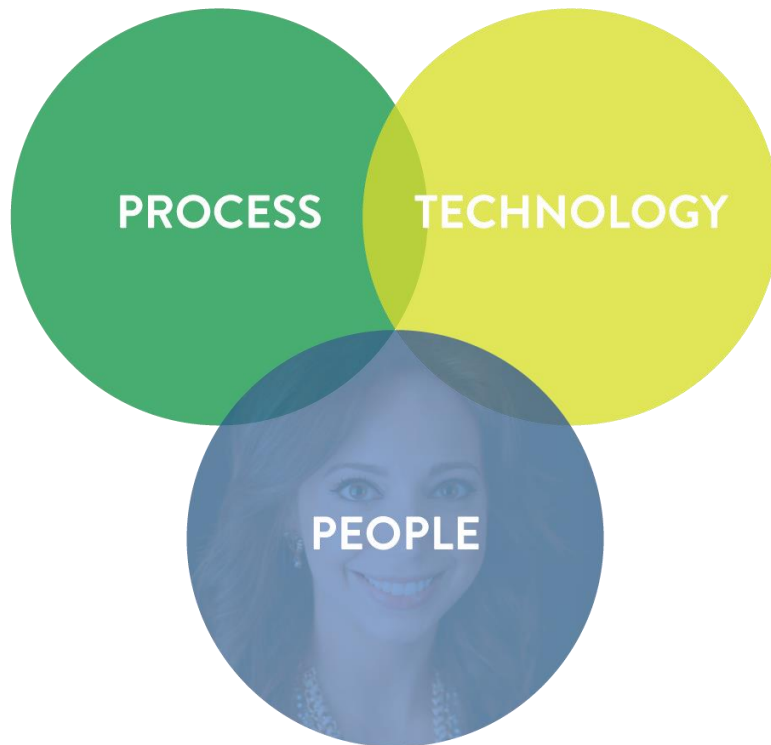
NON-PROFIT, MISSION FOCUSED

- **Mission: ACRP Promotes Excellence in Clinical Research**
- **Vision: Clinical Research is Performed Ethically, Responsibly, Professionally Everywhere in the World**
- 13,000+ Individual Members in 70+ Countries
- Registered 501(c)(3) Organization Based in Washington, DC
- Founded in 1976

“The workforce is not large enough or adequately trained.”

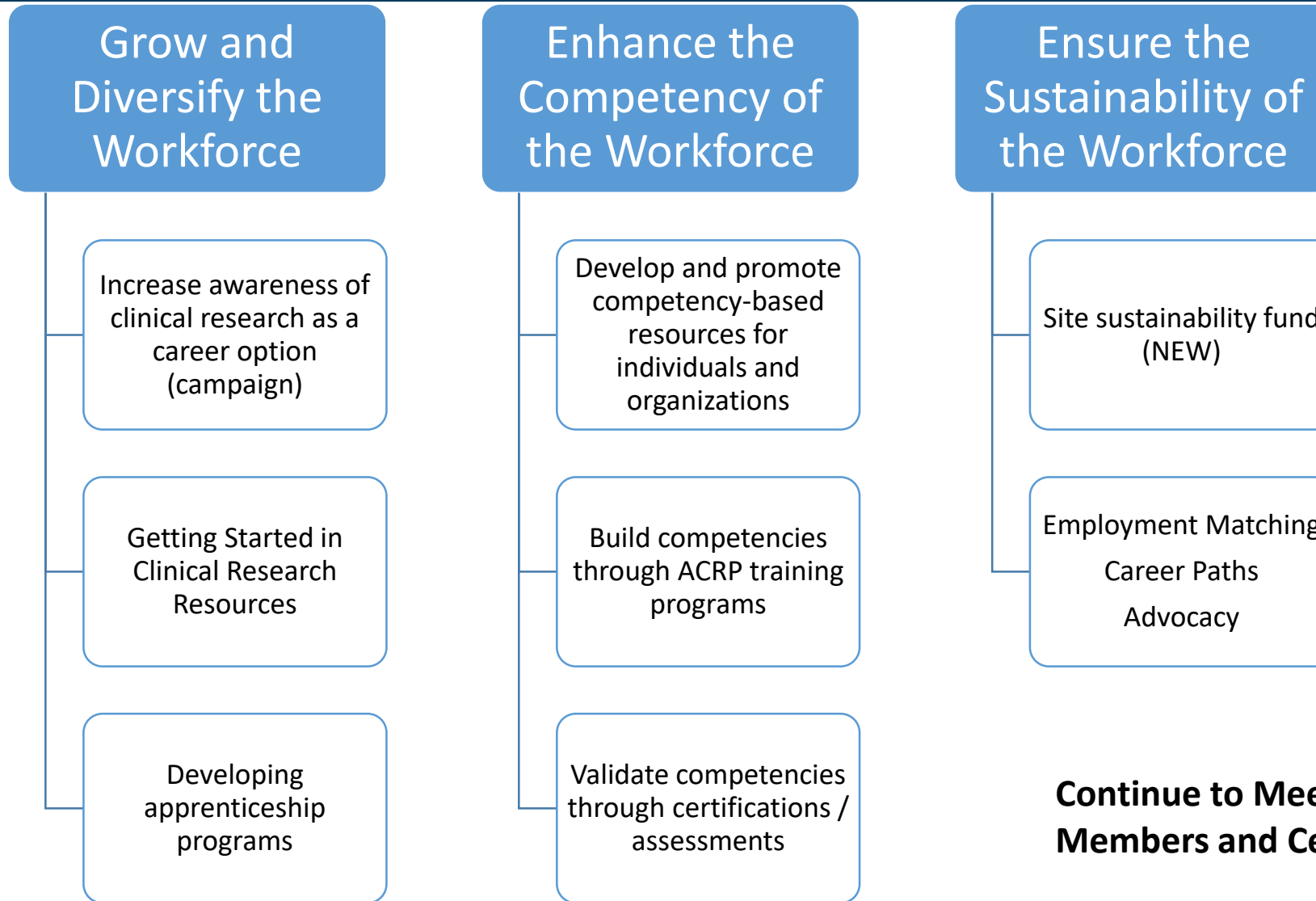
The Economist*

ACRP – Driving Change in the Industry



While suppliers and leading organizations like focus efforts on improving clinical trial quality and efficiency through innovation in **process and technology**, we need to consider the **competencies of grassroots professionals** conducting clinical trials and implementing these improvements

**ACRP's Overarching objectives:
Expand, enhance and gain industry alignment on the growth, quality, professionalism, diversity, and sustainability
of the clinical research workforce!**



**Continue to Meet the Needs of
Members and Certificants**

Grow and Diversify the Workforce

- Increase Awareness of CR as a Career Option
 - Find Your Element Campaign
 - Social Media
 - Grassroots Activities / Slide Presentations
 - Partnerships
- Getting Started in CR Resources
 - eLearning Module Package (\$199)
 - Website information
 - Membership
- Developing Apprenticeship/Internship Programs
- Grow Globally via Partnerships

Enhance the Competency of the Workforce

- Develop and Promote Competency-Based Resources for Individuals and Organizations
 - PWA working teams
 - Partnerships with MRCT, Regulatory, Sponsors, Sites, CROs, and other key Stakeholders
- Build Competencies Via ACRP Training Programs
 - Simulation based training modules
 - Train the Trainer Programs
 - Conference/ Webinars/ Publications
- Validate Competencies/Assessments
 - ELKA
 - Define ROI of Certification Offerings

Ensure Sustainability of the Workforce

- Site Sustainability
 - Piloted during COVID – 19 Pandemic
- Develop Fund Raising Method
- Employment Matching/Career Paths
 - Career Fairs / Job Posting
 - Career Path development via certification and beyond
- Advocate and be the Thought Leader for the Clinical Research Profession

Infrastructure Updates - Continue to prioritize service to our members, chapters, and volunteer leaders

- Identify and initiate new AMS system
- Transition to new Accounting System
- RFI/RFP for new Certification Vendor

Strategic Analysis to Enhance Value

- Membership Bundling/Pricing
- Certification Landscape/Restructure
- International Expansion
- Strategic Alliances