

American Institute of Physics—2008 Priorities

Customer Focus

Customer-facing Technologies and Processes

1. Keep pace with customer-facing technologies such as Web 2.0 to stay relevant to journal users and publishing customers (Scitation 2.0).
2. Deploy and apply the right mix of technologies and processes in areas such as author content creation, peer review, production, print and Web delivery.

Marketing/Sales Emphasis

1. Integrate and further develop marketing capabilities with a particular emphasis on branding of AIP and all its products and services, with required sensitivity to related Member Society efforts.
2. Develop global marketing and sales capabilities.
3. Exploit joint marketing and cross marketing opportunities with Member Societies.

Product and Business Development

1. Grow an effective new journal development program.
2. Optimize the Publishing Services program with a goal of sustainability and long-term viability.
3. Monitor and evaluate past and current business- and product-development efforts with a goal to learn from the process.
4. Explore sustainable business models for Physics Today and other AIP products.

Value for Member Societies

1. Maintain sustainable high-quality, unique programs and expertise within Physics Resources Center, delivering value to Member Societies and the physics community (either direct extension of Member Societies' benefits or filling in the gaps in servicing the physics community that they do not cover).

Policy Focus

1. In collaboration with Member Societies, shape and influence public policy affecting physics and allied fields, including scientific publishing policy, and funding for R&D and for science education.
2. Achieve broader impact by partnering with relevant professional bodies and learned societies.
3. Deliver high-quality, proactive analysis and comment on physics related issues in the media/public realm.

Global Perspective

1. Pay attention to emerging markets (primarily Asia-Pacific, led by China and India) both as a revenue opportunity and as a sourcing location.
2. Improve access to global markets by exploring global strategic partnerships.

Open Culture

Relationships

1. Maintain and manage well close relationships with all stakeholders (most importantly, with Member Societies), operating effectively and in a timely fashion when it comes to their interest.
2. Forge links among Member Societies, always exploring a collaborative approach first.

Communication

1. Ensure information flow and communication within the Institute and all its units.
2. Ensure good communication between the Institute and its stakeholders on all levels.