2015 Institutional Priorities

Value to Member Societies and Other Stakeholders

1. **Align the Strategic Plan with the AIP Mission and a focus on serving the membership**
   1a. In collaboration with the new Board, ensure that AIP programs, products, and services advance the mission while also serving AIP Member Societies and AIP’s broader set of stakeholders.
   1b. Guided by the AIP Board and the recommendations of the final report of the AIP Governing Board Public Policy Task Force, define the appropriate role in public policy for AIP as a federation of physical science societies.
   1c. Be a leader in the international policy-making process around open/public access, by developing and supporting consensus publishing policy proposals and programs, such as the CHORUS initiative launched in 2013.

2. **Strengthening value proposition**
   2a. Develop and communicate, in consultation with the Member Societies, compelling and targeted value propositions to the Member Societies that conveys how AIP helps them achieve their strategic goals.
   2b. Explore value based pricing for our products and services to ensure they are appropriately value priced for today’s environment.
   2c. Evaluate potential financial and administrative services that can be offered to Member Societies.
   2d. Review space needs for AIP in order to provide office space for potential new or existing Member Societies.

3. **Supporting scientific community**
   Promote the advancement of research in physics and allied fields, reaching broad audiences including policy makers, scientists, media, and students.

4. **Choosing collaboration**
   4a. Strengthen the culture of collaboration internally and between AIP and its Member Societies; act as a catalyst for collaborative efforts among the Member Societies.
   4b. Play the role of convener on issues of concern/interest among multiple Member Societies, such as in policy, education, diversity, and history.

**Effective Business Practices and Organizational Excellence**

5. **Grow the AIP federation**
   Continue efforts to recruit new AIP Member Societies so that AIP reflects a wider spectrum of the physical science community.
6. **Adapting the AIP business model**
   6a. Refine the new AIP business model to ensure the financial sustainability of AIP within the context of the financial agreement with AIP Publishing.
   6b. Review the Segregated Reserves and the Special Purpose Funds to ensure their continued growth for the desired programs within AIP.

7. **Striving for organizational excellence**
   7a. Develop excellent marketing, communications, distribution, and sales capabilities for AIP programs, products, and services worldwide.
   7b. Optimize HR policies and practices to attract and retain the best talent.
   7c. Implement targeted professional development to optimize staff ability to provide excellent programs, products, and services.
   7d. Ensure that AIP financial practices are in compliance and operate efficiently with changing rules and regulations within the industry.
   7e. Provide up-to-date technology systems, applications and training for all staff so they may excel in their duties and responsibilities.