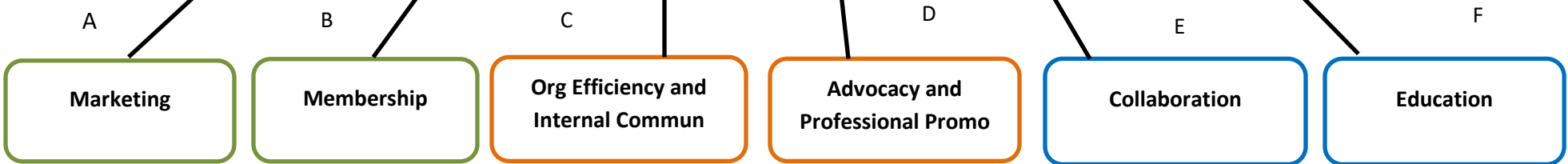
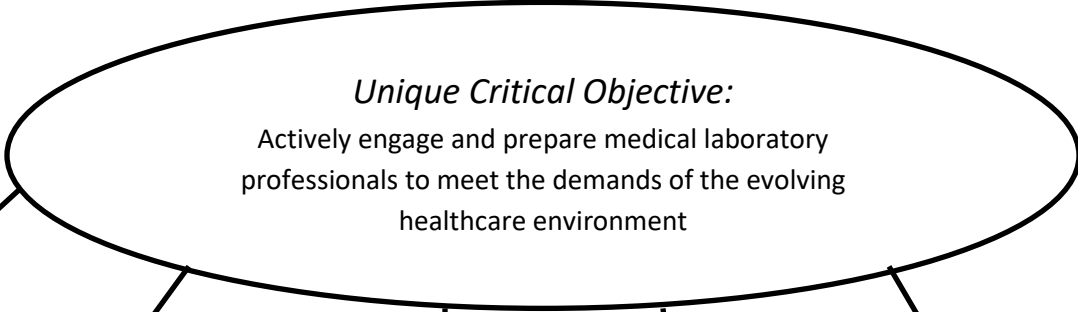


Strategic Map 2018



1. Build the ASCLS brand for laboratorians positioned around the concept of a professional family.

2. Demonstrate the value of ASCLS to all key stakeholders.

3. Effectively leverage professional networks and Leveraging Social Media. Promote successes.

4. Fully utilize the influential position of laboratory science educator to promote ASCLS and profession

2. Grow number of members & membership revenue

3. Review current membership fees and categories and optimize

4. Address base of currently active volunteers who may drop away

5. Increase Diversity

1. Identify and disseminate leadership best practices and implement strategies for revitalization of Constituent Society

2. Ensure a strong culture of mentorship and integrate into CE programs.

3. Foster systems that support a culture of accountability

4. Develop and maintain data-driven management platforms to evaluate and manage ASCLS activities.

5. Increase engagement between national, regional and states.

1. Work with partner organizations to maximize efforts on federal legislative and regulatory advocacy

2. Define the role of laboratorians to meet demands within the evolving healthcare environment. Promote advanced roles.

3. Expand and strengthen the role of laboratorians as advocates of patient centered services

4. Increase visibility and recognition of the valuable role laboratorians play in healthcare

5. Support efforts for state licensure from national level.

2. Strengthen the ties between ASCLS and other laboratory organizations.

3. Work inter-professionally to improve diagnosis, treatment, prevention and patient safety.

4. Take full advantage of ASCLS role sponsoring NAACLS and the BOC.

1. Expand CE

2. Promote professional development beyond CE

3. Facilitate a culture of lifelong learning along a continuum of education that supports career advancement.

4. Develop, support and maintain educational activities on leadership and mentorship

5. Leadership development and succession planning in ASCLS.