



## ISTSS Strategic Plan 2024-2026

Implementation of the ISTSS Strategic Plan is a shared responsibility between the Board and our Executive Office. It is assumed that Executive Office staff will have an active role as required in delivering on the strategies that have been established by the Board and delegated to the Committees listed in each strategy. Where more than one Committee is listed, the Committee underlined is considered to have the primary delegated responsibility. Where the Executive Office role is significant, “Executive Office” is also listed in the strategy.

**Goal 1. RESEARCH AND CLINICAL EXCELLENCE:** *ISTSS promotes excellence in research, clinical practice, training, and public health related to experiences of traumatic stress.*

**Objective 1.1: Disseminate knowledge and promote high-quality education and training to improve access to care and quality of care for those impacted by traumatic stress.**

### Strategies:

- A. Develop six new virtual education and training products (with CEU availability) for dissemination to members and non-members. (*Executive Office, Public Information and Education Committee, Public Health and Policy Committee, Finance Committee, Revenue Committee, and Guidelines Committee*)
- B. Develop and implement outreach efforts to promote participation in the Annual Meeting (e.g., group pricing, local/state outreach). (*Executive Office, Annual Meeting Committee, Finance Committee, Revenue Committee, Global Initiatives Committee*)
- C. Develop innovative methods to share generated content with members and non-members. (*Executive Office, Public Information and Education Committee, Membership Committee, Guidelines Committee, Annual Meeting Committee, and Communications Committee*)
- D. Conduct ongoing evaluation of educational products. (*Executive Office, Data Committee, Public Information and Education Committee*)

### Evaluation metric/s

- Six new education and training products have been developed, aiming for two per year
- Two or more outreach activities to promote participation in Annual Meeting have been undertaken
- Two or more innovative content sharing methods have been implemented
- 75% satisfaction with educational products reported
- Evidence of sustained or growing engagement with ISTSS products via activity-based metrics

**Objective 1.2: Increase activities that promote excellence in research to advance the scientific understanding of traumatic stress.**

### Strategies:

- A. Facilitate continued opportunities for networking and collaboration through support for SIGs. (*Executive Office, SIG Coordinator*)

- B. Make CEUs available for Journal of Traumatic Stress articles for members and non-members. *(Executive Office, JTS Editor, Wiley)*
- C. Identify prioritized knowledge gaps to generate new evidence-based summaries on the basis of existing scientific reviews. *(Guidelines Committee, Public Information and Education Committee)*
- D. Collaborate with international efforts to promote excellence in research (e.g., open science data initiatives). *(Executive Office, Global Initiatives Committee)*

**Evaluation metric/s**

- 75% of SIGs are active as reflected in communications, meetings, membership renewals
- CEUs are available for Journal of Traumatic Stress articles
- Two of the six new educational products referred to in 1.1.A are evidence summaries
- Number of collaborations established: Goal of 2

**Goal 2. A DIVERSE AND ENGAGED ORGANIZATION:** *ISTSS promotes professional, demographic, cultural and geographic diversity and inclusivity among our membership. We value different perspectives and create an atmosphere of, and opportunities for, respectful dialogue and exchange of ideas and experiences.*

**Objective 2.1: Grow the number of ISTSS members while increasing engagement among current members.**

**Strategies:**

- A. Review member benefits and work with the Board and various committees to enhance/add to member benefits. *(Executive Office, Membership Committee)*
- B. Ensure that public facing information about the value of membership is clear and succinct. *(Executive Office, Membership Committee, Website Editor)*
- C. Ensure that marketing campaigns developed by Kellen are designed to be maximally effective for current and potential new members. *(Executive Office, Membership Committee, Global Initiatives Committee)*
- D. Simplify membership categories and sliding scale of international membership rates. *(Executive Office, Membership Committee)*
- E. Elicit interest in volunteer opportunities as members join or renew and acknowledge those who do volunteer. *(Executive Office, Membership Committee, Volunteer Coordinator, Leadership Council)*

**Evaluation metric/s**

- Number of current members retained and number of new members each year: Goal of 85% retained and 5% increase in new members
- Number of membership categories and points on sliding scale for international membership: goal is 50% reduction in membership categories and sliding scale of fees presented in a 1-page table
- Revised public information on the value of membership
- System for recording and acknowledging volunteers is established

**Objective 2.2: Increase all forms of diversity, including the range of professional disciplines, in our membership.**

**Strategies:**

- A. Complete analysis of diversity of ISTSS volunteers. *(Executive Office, Diversity Committee, Global Initiatives Committee, Volunteer Coordinator)*

- B. Ensure global representation among committee leaders and members by increasing participation of non-U.S. members in these roles. (*Executive Office, Global Initiatives Committee, Volunteer Coordinator, all Committee Chairs*)
- C. Increase multidisciplinary reach and engagement (e.g., public health, social work, nursing) through targeted membership and annual meeting promotion. (*Executive Office, Membership Committee, Annual Meeting Committee*)

#### **Evaluation metric/s**

- Annual report on diversity of ISTSS volunteers with respect to geography, professional discipline and other demographic characteristics: Goal of increasing diversity by 5% per year
- Annual stocktake of committee leaders and members with respect to global representation: Goal of one non-US co-chair and/or several members on each committee
- Promotion of membership and annual meeting to multidisciplinary professionals has been undertaken
- Annual report on professional diversity of members and Annual Meeting registrants: Goal of increasing diversity by 5% per year

**Goal 3. GLOBAL IMPACT:** *ISTSS supports efforts to increase the health and resilience of people and communities globally through the prevention of and response to traumatic stress.*

**Objective 3.1: Increase ISTSS' visibility as the premier global professional organization related to traumatic stress.**

#### **Strategies:**

- A. Increase outreach to, and welcoming of, members from under-represented continents, cultures, and communities at the Annual Meeting. (*Executive Office, Annual Meeting Committee, Global Initiatives Committee*)
- B. Promote language diversity in ISTSS products and activities to encourage accessibility and global engagement. (*Annual Meeting Committee, Global Initiatives Committee*)
- C. Deliver *StressPoints* columns that highlight trauma research, practice, and policy/advocacy activities of members around the globe. (*Executive Office, StressPoints Editor, Global Initiatives Committee, Public Health and Policy Committee*)

#### **Evaluation metric/s**

- Two outreach activities to welcome delegates from underrepresented countries have been implemented
- Key resources available through the ISTSS website are available in at least 3 languages
- There is at least one column in each edition of *StressPoints* highlighting activities of non-US members

**Goal 4. FINANCIAL STRENGTH:** *ISTSS' financial strength provides for the overall economic health of the organization and funding of key priorities and opportunities in alignment with the mission.*

**Objective 4.1: Increase the amount of available financial resources.**

#### **Strategies**

- A. Develop and implement an annual budget that provides a 3-year perspective consistent

with the strategic plan. (*Executive Office, Finance Committee*)

- B. Evaluate overall organizational management structure and related costs at least every 3-5 years. (*Organizational Management Structure Task Force, Finance Committee*)
- C. Secure Annual Meeting sponsor and exhibitor revenue of \$90,000 by 2026. (*Executive Office, Annual Meeting Committee, Revenue Committee*)
- D. Consider potential expenses and revenue opportunities associated with each of the strategic plan strategies. (*Executive Office, Finance Committee and Revenue Committee in collaboration with committee/s responsible for implementing strategies*)

**Evaluation metric/s**

- Evidence of 3-year perspective in the annual budget
- Evaluation of management structure undertaken within the past 5 years
- Annual sponsorship and exhibitor revenue: goal of \$30,000 each year
- Strategic plan progress reviews include consideration of financial implications of strategies