

March 29, 2023



2023 Strategic Thinking Process

Our Vision

- *PCRS is a global, interactive organization championing the field of reproductive medicine.*

Our Values

- *Support of physicians, their teams, and allied professionals*
- *Innovation*
- *Inclusiveness*
- *Collegiality*
- *Professional Development*

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PCRS Strategic Plan 2023

Culture

Promoting a culture of inclusivity and collegiality that attracts reproductive care providers across disciplines and backgrounds in an atmosphere that fosters professional relationships and education.

Innovation

Nurturing and developing creativity and innovation in the field of reproductive health.

Sustainable Growth

Continuously create unique value for all present and future society members.

Leadership

Providing guidance and mentorship to the society, colleagues, the next generation of PCRS members encourages scientific collaboration innovation.

Committees:

Grant Committee	Abstract Committee	Program Committee
Awards/Scholarships Committee	Social Media/Communications Committee	Membership Committee

Grant Committee

Expand and financially support collaboration and networking opportunities for membership.

- Promote and educate research grants (number, value, awareness of program).

Introduce ways to encourage corporate partners to support and advance creativity and innovation.

- Encourage corporate partners to consider an innovation grant to be awarded.

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Abstract Committee

Expand content of meeting relevant to allied disciplines.

- Increase oral abstracts by discipline; create categories; call for abstracts; Need to publicize.
- Design processes eliminating barriers to discipline to submit abstracts.

Program Committee

Encourage interpersonal connections/foster spaces for interactions.

- Advance initiatives to continue social hour receptions (Vender, ED relationships)
- Create an initial outreach dinner program.

Improve opportunities for trainee involvement.

- Define actions to continue fellowship training.
- Establish Young Trainee Day for Lab, Nurses, Genetic Counselors.

Build educational programs to enhance cutting edge and relevant topics.

- Produce and expand PULSE survey to assess member interest.
- Identify ways to diversify PCRS speaker area of expertise by asking members.
- Consider re-branding Wednesday of annual meeting to “Fellows, Trainees and Lifelong Learning” training.
- Identify ways to expand Fellows Day to include peer-to-peer (focus on fellows & early career providers) presentations; mentor in advance; membership solicit volunteers.

Expand regional impact/touch points of the society.

- Identify and recruit champions to lead regional meetings.
- Develop fundraising relationships for regional meetings. Create content for regional meetings; build off highlighted conference presenter.
- Establish targeted function events – “meet the fellows” or “meet the genetic counselors” mingling events.
- Creating a networking meeting: eg those looking to hire and be hired.
- Initiate a program indicating in writing or with ribbons job (MD, RN, embryologist, embryologist, mental health professional, administrator, etc)
- Develop program to ensure CEUs are secured for various attendee job types (ie RNs, embryologists, genetic counselors as well as MDs).

Increase revenues to society to ensure sustainability – venue evaluation; increase vendor opportunities.

- Create hybrid meeting option to increase revenue and attendance.
- Secure sponsorship for networking and reception events to ensure PCRS doesn't need to use organization funds. Program
- Create sub meetings throughout the year.
- Create a venue subcommittee to assess less expensive venue options.

Awards/Scholarships Committee

Increase diversity of membership and leadership.

- Develop scholarships to be open to all disciplines.

Encourage and reward innovation in our young members (broad based).

- Create award/recognition for specialty affiliates and disciplines all groups.
- Inspire awards committee to rethink awards and incentives for innovation.

Expand and financially support collaboration and networking opportunities for membership.

- Identify ways to expand travel scholarships and advertise with multiple reminders (1st author or training poster, presenter, new attendee, trainee- nurses, GC, Lab, residents w/o fellowship; committees select winners.

Broaden next generation membership by encouraging attendance of reproductive urology fellows and allied health fields by offering scholarships mentoring opportunities.

- Develop guidelines for keeping scholarship fund reserves, don't deplete and replenish regularly.
- Study ways to broaden eligibility for scholarship.
- Create an application for scholarship (outside of research), confirm that sponsoring program does not have provided funding, subcommittee reviews the applications and chose X number to invite to the meeting.
- Design strategies to broaden awards to include those for genetic counselors, mental health professionals, urology/andrology, nurses (as long as a minimum number of abstracts submitted).

Social Media/Communications Committee

Encourage interpersonal connections/foster spaces for interactions.

- Create virtual networks to focus on tasks and allow connection.

Develop an innovative plan to enhance social media presence.

- Develop a social media/Communication Committee encouraging fellow representatives (call for volunteers-SREI, PCRS members, fellowship directors).
- Establish communication liaison on the board.
- Identify and engage fellows at current PCRS meeting to join and/or get more information.

Membership Committee

Increase diversity of membership and leadership.

- Initiate a process to ensure many (all) disciplines are on the presidential chain.

Improve opportunities for trainee involvement.

- Ensure young (new) trainees involved in PCRS decisions, Junior Board Member.

Expand and financially support collaboration and networking opportunities for membership.

- Create and diversify outreach to training programs w/o REI and all affiliates for mentorship opportunities communication/advertising/planning to add a trainee/mentorship reception.

Improve educational content and meeting experience for all society members (APP's, fellows, genetic counselors).

- Ensure broad (BOD now) representation in the Program Committee, BOD, and future strategic planning.
- Create Mentorship Initiative/Program to match member/member; ask for volunteers; connect during year and in person @ meeting; Connect Fall & Winter & Annual Mtg.

Advance and strengthen the society's relationship with industry partners.

- Create ways to include industry in strategic planning.
- Solicit feedback from industry partners; each year; Pres/VPs/BD; meet separately in Sept; review feedback; distill themes, and make recommendations (next meeting cycle; ED/Pres) to BOD in Oct.

Increase revenues to society to ensure sustainability – venue evaluation; increase vendor opportunities.

- Create SIGs with membership fees for additional revenue.

Increase opportunities for members of all disciplines to serve PCRS.

- Study and consider mentorship program.
- Identify and consider establishing SIGs.
- Promote and continue BOD leadership path that includes non-MDs.