

RSNA 2011-2016 STRATEGIC PLAN

RSNA VISION

The RSNA aspires to be the premier professional association dedicated to patient care through science and education in radiology.

RSNA MISSION

The RSNA promotes excellence in patient care and health care delivery through education, research and technologic innovation.

RSNA CORE VALUES

- Integrity
- Excellence
- Professionalism
- Leadership
- Innovation
- Service
- Volunteerism

GOAL #1: RSNA will advance the radiological sciences and foster the development of new technologies.

Strategies:

- 1.1 *Make the RSNA annual meeting the forum of choice for presentation of imaging science and new imaging technologies.*
- 1.2 *Make Radiology the journal of choice for publishing imaging science.*
- 1.3 *Improve the ability of the R&E Foundation to fund research by increasing its endowment.*
- 1.4 *Foster the development of the next generation of imaging scientists.*
- 1.5 *Promote translation of radiologic science and quantitation to clinical care.*

GOAL #2: RSNA will diversify and expand educational offerings in a variety of media to meet learner needs and interests.

Strategies:

- 2.1 *Develop educational content to meet the continuing professional development needs of members in a customized manner.*
- 2.2 *Make RadioGraphics the journal of choice for publishing educational material.*
- 2.3 *Disseminate information on radiologic science and practice to the public and patients through diverse vehicles.*
- 2.4 *Respond to member preferences for and attitudes toward digital delivery of journal content.*

GOAL #3: RSNA will optimize the annual meeting experience for all attendees.

Strategies:

- 3.1 *Continually improve attendee experience.*
- 3.2 Enhance the experience and benefits of the RSNA annual meeting for existing and new technical exhibitors.
- 3.3 Develop and maximize relationships with stakeholders in the host city.
- 3.4 Develop ways to expand the meeting experience beyond the meeting week.

GOAL #4: RSNA will facilitate informatics strategies to improve the efficiency and effectiveness of healthcare.

Strategies:

- 4.1 Promote the development and adoption of interoperability standards.
- 4.2 Develop and promote informatics performance solutions.
- 4.3 Support innovations in the delivery of education and science content.

GOAL #5: RSNA will enhance its status as the worldwide leader in radiology.

Strategies:

- 5.1 Increase international participation in the RSNA annual meeting.
- 5.2 Increase international participation in the RSNA outside the annual meeting.
- 5.3 Increase RSNA's physical presence internationally.
- 5.4 Increase international membership.
- 5.5 Serve as the convenor of thought leaders in radiology.

GOAL #6: RSNA will enhance the efficiency and effectiveness of the organized radiology community.

Strategies:

- 6.1 Develop a plan to assess interest and needs for potential partners.
- 6.2 Develop methodologies for effective collaborations and integration among organized radiology.
- 6.3 Develop a process to coordinate and promote consistent messages and statements across radiologic organizations.

GOAL #7: RSNA will ensure that members, related organizations, and business partners recognize the value of RSNA.

Strategies:

- 7.1 *Continue to develop and publicize customized member benefits, services and resources.*

- 7.2 Position “My RSNA” as an essential tool for members.
- 7.3 Regularly communicate with key contacts in top exhibiting companies.
- 7.4 Promote participation in RSNA to the greater medical community.

GOAL #8: RSNA will operate an efficient and effective organization in support of its mission.

Strategies:

- 8.1 Achieve financial performance to accomplish RSNA’s mission.
- 8.2 Enhance staff effectiveness.
- 8.3 Enhance volunteer participation.
- 8.4 Respond to changes in the environment and evolving member needs.