

AIRA 2017–2019 STRATEGIC PLAN

AIRA Strategic Planning Committee

December 7, 2016 | 3:00pm ET



Immunization Information Systems for a New Era



WELCOME & AGENDA

Background & process | Detailed overview of the AIRA Strategic Plan | Vote



BACKGROUND & PROCESS

Strategic Planning – answers core organizational questions

- ◆ Where are we now?
- ◆ Where do we want to be?
- ◆ How do we get there?

BACKGROUND & PROCESS

2013 – 2016 Strategic Plan Goals

- ◆ Maintain Role as Leading Authority
- ◆ Support Our Members
- ◆ Fully Engage Community and Partners
- ◆ Increase Financial Capacity
- ◆ Ensure Organizational Stability

BACKGROUND & PROCESS

Timeline

- ◆ Sept 2015: Began process of updating Strategic Plan
- ◆ Dec 2015: Strategic Planning Standing Committee was convened
- ◆ Feb 2016: In-person Board & Committee strategic planning meeting
- ◆ Nov 2016: 2017-2019 Strategic Plan approved by the Board

BACKGROUND & PROCESS

Strategic Planning Standing Committee Members

- ◆ Belinda Baker, WA
- ◆ Michelle Hood, NE (2015-2016 chair)
- ◆ Baskar Krishnamoorthy, FL
- ◆ Amy Metroka, NYC
- ◆ Kim Salisbury-Keith, RI (2016-2017 chair)
- ◆ Mary Woinarowicz, ND



2017-2019 STRATEGIC PLAN

DETAILED OVERVIEW



AIRA's MISSION AND VISION

Mission

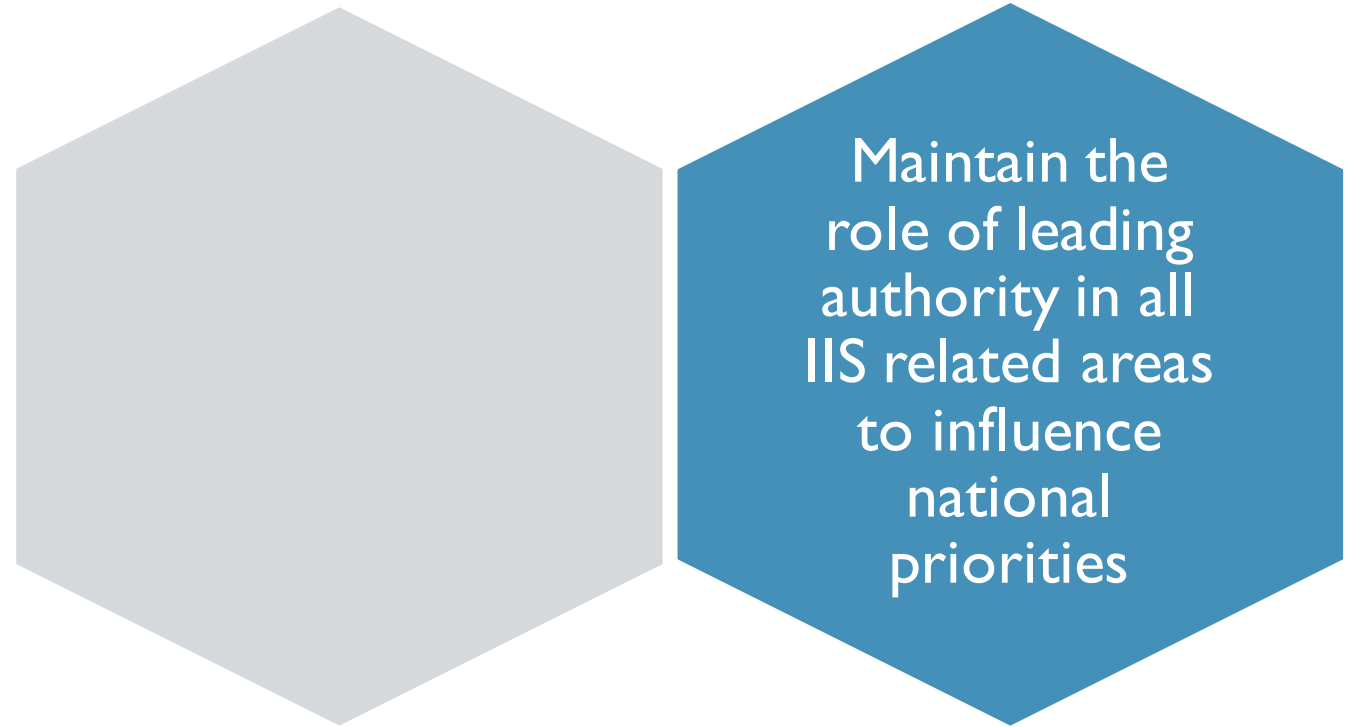
Promote and support the use of immunization information to ensure healthy communities

Vision

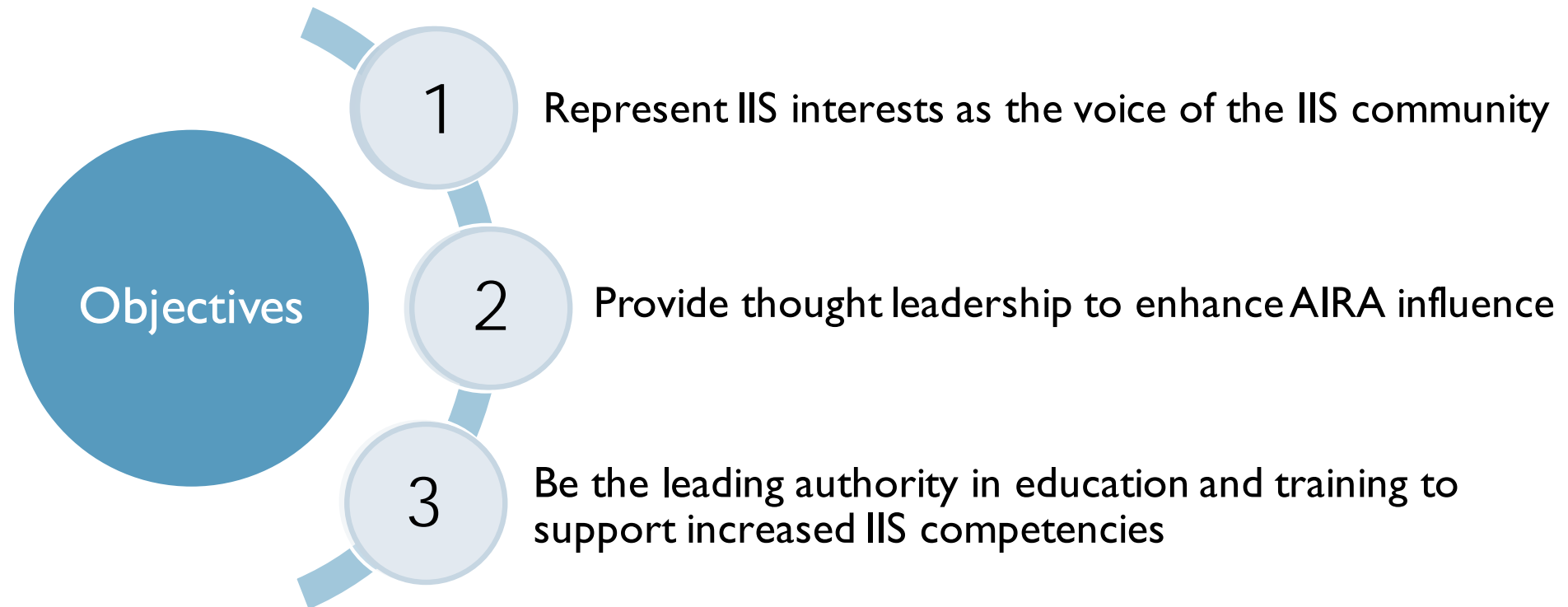
Facilitate the sharing and use of immunization information by all partners, ensure IIS are fully supported and represented

GOAL I: LEADING AUTHORITY

Goals, Objectives & Strategies



GOAL I: LEADING AUTHORITY



OBJECTIVE 1 STRATEGIES

Represent IIS interests as the voice of the IIS community

- ◆ Solicit feedback from community on key issues
- ◆ Serve as a champion on behalf of the AIRA membership and IIS community

OBJECTIVE 2 STRATEGIES

Provide thought leadership to enhance AIRA influence

- ◆ Monitor trends and respond to key issues
- ◆ Actively engage partners and stakeholders to provide guidance on IIS policy and strategy
- ◆ Create an environment that promotes the collaboration of IIS thought leaders to enhance AIRA's influence and advance the interests of the AIRA membership and IIS community

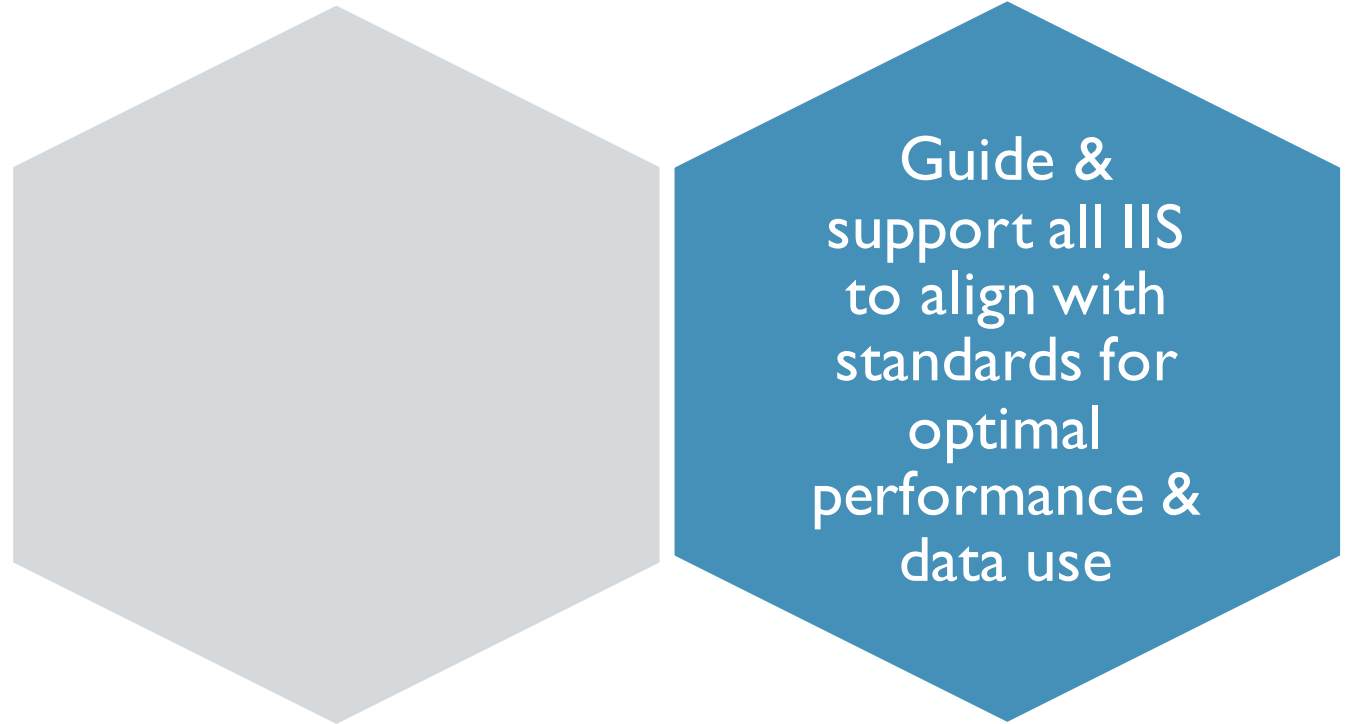
OBJECTIVE 3 STRATEGIES

Be the leading authority in education and training to support increased IIS competencies

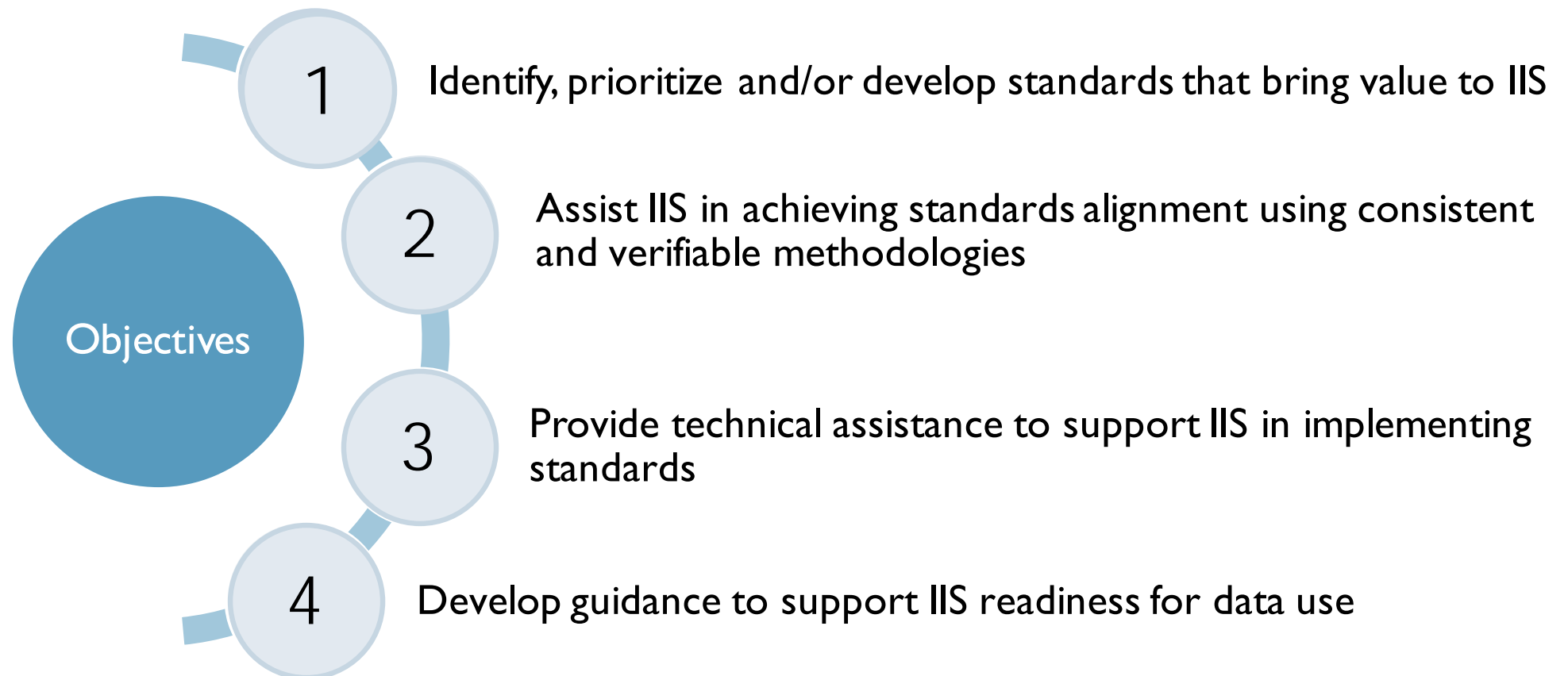
- ◆ Develop and implement a communication plan to effectively disseminate information and promote AIRA's products, resources, and services to the IIS community and stakeholders
- ◆ Develop and implement new educational strategies and products based on emerging trends

GOAL 2: STANDARDS & BEST PRACTICES

Goals, Objectives & Strategies



GOAL 2: STANDARDS AND BEST PRACTICES



OBJECTIVE 1 STRATEGIES

Identify, prioritize and/or develop standards that bring value to IIS

- ◆ Create a plan to identify and prioritize areas that need standards development
- ◆ Identify gaps in existing standards
- ◆ Develop and modify standards as needs are identified

OBJECTIVE 2 STRATEGIES

Assist IIS in achieving standards alignment using consistent and verifiable methodologies

- ◆ Create and implement a process for developing measures to assess standards alignment
- ◆ Develop a communication and education plan to support the IIS program's achievement of standards, involving representation from across the IIS community
- ◆ Assist IIS in determining alignment with selected standards

OBJECTIVE 3 STRATEGIES

Provide technical assistance to support IIS in implementing standards

- ◆ Support the implementation and continued maintenance of electronic data exchange
- ◆ Advocate for adequate resources for IIS development to better align with assessment measures
- ◆ Evaluate the outcomes and impacts of technical assistance offerings

OBJECTIVE 4 STRATEGIES

Develop guidance to support IIS readiness for data use

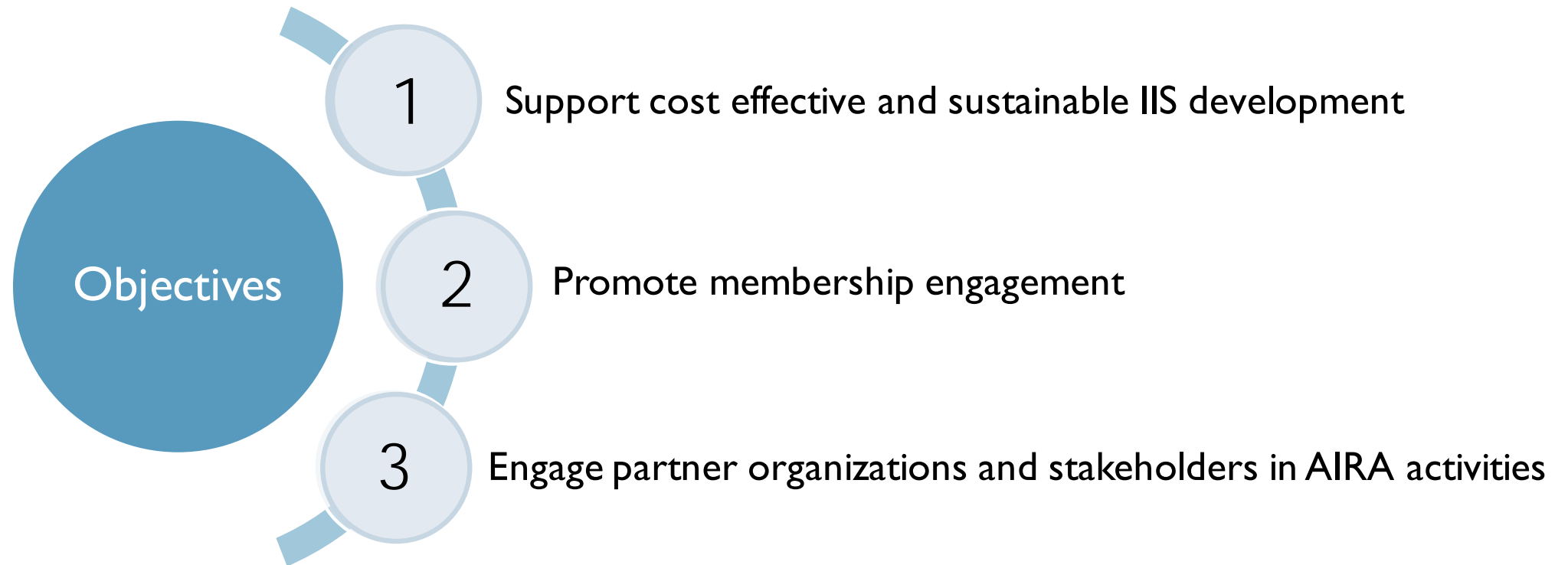
- ◆ Evaluate data quality (including completeness, accuracy and timeliness) by conducting an environmental scan of measures in use
- ◆ Develop and promote a guidance plan for IIS to perform data quality assessment and improvement

GOAL 3: COMMUNITY & STAKEHOLDER COLLABORATION

Goals, Objectives & Strategies



GOAL 3: COMMUNITY & STAKEHOLDER COLLABORATION



OBJECTIVE 1 STRATEGIES

Support cost effective and sustainable IIS development

- ◆ Lead and/or support joint development and implementation efforts
- ◆ Develop strategies to reduce disparities between IIS

OBJECTIVE 2 STRATEGIES

Promote membership engagement

- ◆ Develop and implement a plan to increase membership and support membership engagement
- ◆ Recruit new participants for AIRA committees and workgroups
- ◆ Identify needs and align committees to support organizational priorities

OBJECTIVE 3 STRATEGIES

Engage partner organizations and stakeholders in AIRA activities

- ◆ Develop a strategic partnership plan to support and align with AIRA's goals
- ◆ Conduct regular partner calls to facilitate communication and collaboration
- ◆ Recruit partner organizations to participate and support AIRA
- ◆ Engage immunization program managers in AIRA activities

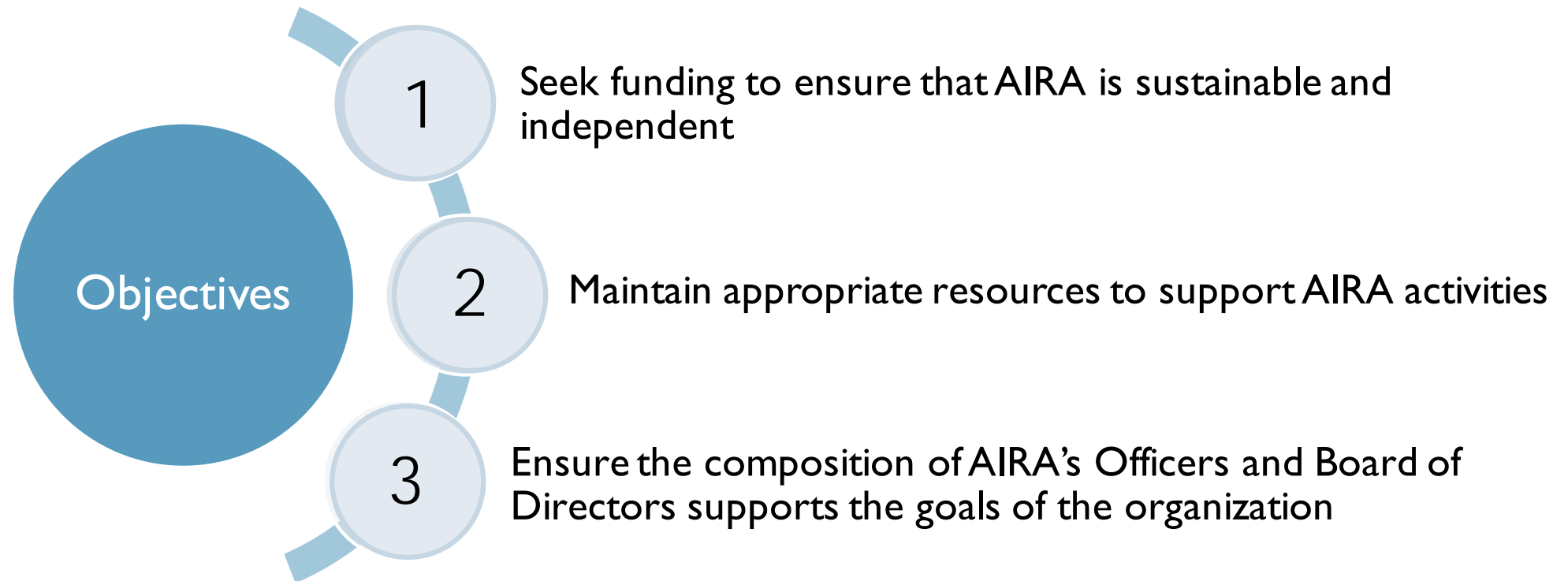
GOAL 4: ORGANIZATIONAL INFRASTRUCTURE

Goals, Objectives & Strategies



AIRA will have
a strong
organizational
structure to
support its
vision &
mission

GOAL 4: ORGANIZATIONAL INFRASTRUCTURE



OBJECTIVE 1 STRATEGIES

Seek funding to ensure that AIRA is sustainable and independent

- ◆ Identify and pursue diverse funding opportunities that support AIRA's vision and mission
- ◆ Develop strategies for cultivating partnerships to support AIRA sustainability and diversification

OBJECTIVE 2 STRATEGIES

Maintain appropriate resources to support AIRA activities

- ◆ Review and revise the committee structure as necessary and clarify obligations and expectations to align with the current needs of the organization and communicate to the stakeholders
- ◆ Develop a strategy to ensure efficient allocation of resources
- ◆ Structure staffing to support the needs of the organization

OBJECTIVE 3 STRATEGIES

Ensure the composition of AIRA's Officers and Board of Directors supports the goals of the organization

- ◆ Define and develop a plan to establish representation on AIRA's board that is reflective of the community it serves
- ◆ Create a plan for identifying and providing support for future Directors and Officers



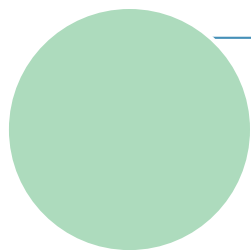
NEXT STEPS



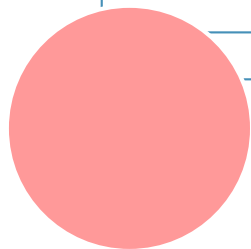
NEXT STEPS

- ◆ Vote on 2017-2019 Strategic Plan
- ◆ Strategic Planning Standing Committee will re -convene to establish annual milestones
- ◆ Fill 2 openings on committee. Email info@immregistries.org if you're interested in being considered

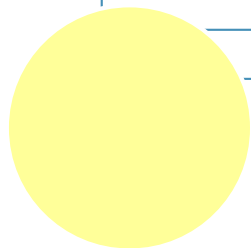
VOTING



I support the AIRA 2017-2019
Strategic Plan



I do not support the AIRA
2017-2019 Strategic Plan



Abstain

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- ◆ AIRA Strategic Planning Committee
 - ◆ info@immregistries.org
 - ◆ 202.552.0208

THANK YOU!