

**ISTSS Strategic Plan**  
**(Approved by Board of Directors September 27, 2021)**

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

**Objectives**

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.

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

**Strategies (completed)**

1A. Create a comprehensive educational content selection plan and recommendations for distribution channels that is responsive to the needs of ISTSS members, potential members, and users/participants. *(Public Information and Education Oversight Committee)*

1B. Use new and existing communication channels to disseminate knowledge, meeting the needs of ISTSS members, potential members, and users/participants.

- Create pilot microlearning products leveraging briefing papers, guidelines, Annual Meeting presentations, and JTS publications. *(Public Information and Education Production Subcommittee)*
- Create three strategic fact sheets related to early response to trauma. *(Public Information and Education Production Subcommittee)*

**Strategies (ongoing as of August 2021)**

1B. Use new and existing communication channels to disseminate knowledge, meeting the needs of ISTSS members, potential members, and users/participants.

- Establish a process to conduct ongoing evaluation of educational products as a membership benefit and in extending reach to members, potential members, and users/participants. *(Data Committee, Public Information and Education Committee)*

**Strategies (to be implemented in 2022 and further)**

1B. Use new and existing communication channels to disseminate knowledge, meeting the needs of ISTSS members, potential members, and users/participants.

- Conduct ongoing evaluation of educational products as a membership benefit and in extending reach to members, potential members, and users/participants. *(Data Committee, Public Information and Education Committee)*

1C. Create strategic scientific and clinical resources based on the educational content selection plan. *(Public Information and Education Oversight Committee, Public Health and Policy Committee)*

1D. Support advocacy using existing ISTSS scientific and clinical expertise and resources. *(Public Health and Policy Committee)*

- Complete a member survey to evaluate capacity to support advocacy *(Data Committee, Public Health and Policy Committee)*

**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.*

### **Objectives**

- 2.1 Grow the number of ISTSS members while increasing engagement among current members.
- 2.2 Increase all forms of diversity, including the range of professional disciplines, in our membership.

### **Strategies (completed)**

2A. Develop strategies for promoting membership engagement. Strategies should include leveraging the Annual Meeting for participation throughout the year and promoting membership engagement outside of the Annual Meeting.

- Initiate a conversation and consultation initiative at the Annual Meeting. (*Membership Engagement Task Force*)
- Increase mentoring opportunities for ISTSS members, affiliates, and users/participants from around the globe. (*Membership Engagement Task Force*)

### **Strategies (ongoing as of August 2021)**

2A. Implement strategies for promoting membership engagement. Strategies should include leveraging the Annual Meeting for participation throughout the year and promoting membership engagement outside of the Annual Meeting.

- Implement a virtual conversation and consultation initiative throughout the year. (*Conversation and Consultation Coordinator*)

2B. Develop a plan to increase the value of ISTSS to the membership from the start of career through retirement. (*Strategic Membership Task Force*)

### **Strategies (to be implemented in 2022 and further)**

2C. Implement and monitor a tiered membership structure based on the value of access to ISTSS's unique learning resources and expertise, with bundled incentives that (a) are consistent with members' value preferences, and (b) promote new, sustained, and diverse membership. (*Strategic Membership Task Force*)

2D. Refine and re-administer member surveys to monitor satisfaction, needs, and develop a process for extracting findings to inform (a) the Board/Executive Committee and (b) more broadly the entire ISTSS membership. (*Data Committee*)

2E. Promote diversity at all levels of the ISTSS.

- Complete analysis of diversity of ISTSS volunteers (*Diversity Committee, Volunteer Coordinator*)
- Revise job descriptions of committees and task forces to promote diversity. (*Diversity Committee, Executive Committee, all Committees*)
- Establish potential targets for volunteer engagement based on benchmarking data. (*Diversity Committee, Volunteer Coordinator*)

**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.*

**Objectives**

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

3.2 Highlight and support efforts to raise awareness, inform public policy and advocate on globally-relevant trauma issues.

**Strategies (completed)**

3A. Review the current global initiatives of ISTSS and Recommend new global initiatives.

- Review the current global initiatives of ISTSS. (*Global Initiatives Committee*)

**Strategies (ongoing as of September 2021)**

3A. Review the current global initiatives of ISTSS and Recommend new global initiatives.

- Increase outreach to, and welcoming of, members from under-represented continents, cultures, and communities at the Annual Meeting. (*Annual Meeting Committee, Global Initiatives Committee*)
  - Encourage Annual Meeting submissions from specific underserved countries/regions. (*Annual Meeting Committee, Global Initiatives Committee*)
  - Promote access to Annual Meeting content from specific underserved countries/regions. (*Annual Meeting Committee, Global Initiatives Committee, Public Information and Education Committee*)

3B. Explore opportunities to promote evidence-based and culturally responsive practices in low-resource areas. (*Annual Meeting Committee, Global Initiatives Committee*)

- Develop a strategic translation plan (*Global Initiatives Committee*)
- Translate more ISTSS resources, with appropriate acknowledgement of volunteer translators. (*Global Initiatives Committee, Public Information and Education Production Subcommittee*)

**Strategies (to be implemented in 2022 and further)**

3A. Review the current global initiatives of ISTSS and Recommend new global initiatives.

- Increase outreach to, and welcoming of, members from under-represented continents, cultures, and communities at the Annual Meeting. (*Annual Meeting Committee, Global Initiatives Committee*)
  - Promote language diversity at the Annual Meeting to encourage global engagement. (*Annual Meeting Committee, Global Initiatives Committee*)

3C. Highlight and support relevant advocacy efforts of members around the world.

- Coordinate *StressPoints* columns on global advocacy activities. (*Global Initiatives Committee, Public Health and Policy Committee, StressPoints editor*)

**Goal 4. PROMOTING INNOVATION:** *ISTSS acts as a catalyst to energize new approaches to the study, prevention, and treatment of trauma in a scientifically-informed way. We promote innovation in our strategies to transfer knowledge and engage with membership and other stakeholders.*

**Objectives**

4.1 Systematically build a culture of innovation for the study, prevention, and treatment of trauma, knowledge transfer, and member engagement.

4.2 Effectively use technology to advance the study, prevention and treatment of trauma, knowledge transfer, and member engagement.

**Strategies (completed)**

4A. Create opportunities to highlight trauma innovations through existing and new ISTSS education and communication channels. (*Public Information and Education Oversight Committee, Annual Meeting Committee, ISTSS publications editors*)

4B. Encourage and reward innovation within the ISTSS membership through recognition opportunities.

- Establish an ISTSS award recognizing innovative work in the trauma field. (*Awards Committee*)

4C. Reconfigure website to maximize functionality, access, marketing of ISTSS's unique value to members. (*Website editor, Public Information and Education Oversight Committee*)

**Strategies (ongoing as of August 2021)**

4D. Produce hybrid annual meeting allowing for both in-person and virtual participation. (*Annual Meeting Committee, ISTSS Meetings of the Future Task Force*)

**Strategies (to be implemented in 2022 and further)**

4B. Encourage and reward innovation within the ISTSS membership through recognition opportunities.

- Launch the first round of innovation grants. (*Innovation Task Force*)

4E. Develop an integrated plan to implement future Annual Meetings and Global Meetings. (*ISTSS Meetings of the Future Task Force*)

**Goal 5. FINANCIAL STRENGTH:** *ISTSS' financial strength provides for the funding of key priorities and opportunities in alignment with the strategic plan.*

**Objectives**

5.1 Increase the amount of available financial resources.

5.2 Increase the degree to which ISTSS uses multi-year financial planning in line with the multi-year strategic plan.

**Strategies (completed)**

5B. Increase revenue and revenue diversification. *(Board of Directors, Revenue Committee)*

- Establish a Revenue Committee. *(Board of Directors)*
- Implement a pilot fundraising initiative. *(Board of Directors, Revenue Committee)*

**Strategies (ongoing as of August 2021)**

5A. Design and implement a multi-year strategic budget that is reviewed annually by the board. *(Finance Committee)*

5B. Increase revenue and continue revenue diversification. *(Revenue Committee)*

5C. Evaluate overall organizational management structure and related costs at least every five years. *(Organizational Management Structure Task Force)*

- Conduct organizational management structure review. *(Organizational Management Structure Task Force)*

**Strategies (to be implemented in 2022 and further)**

5D. Develop a systematic multi-media targeted marketing program to (a) retain members, (b) recruit new members, and (c) reach users/participants.

- Establish a Marketing Committee. *(Board of Directors)*
- Identify a marketing consultant and create an initial marketing program based on ISTSS products/services. *(Marketing Committee)*