



Society for Pediatric Research
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STRATEGIC PLAN *(Draft)*

The Society for Pediatric Research exists to foster the research and career development of investigators engaged in creating new knowledge that advances the health and well-being of children and youth.

Strategic Objective	Background	Strategies	Tactics	Priority (High -Low)	Difficulty (Easy-Hard)
Increase value to members		<p>Improve communication with membership. Outcome measures will be number (increase in number) of web-site "hits" and percentage of membership actively participating in the Society</p>	<p>Redo website so that updated information is presented on a "front page" rather than a bunch of links, and information regarding the SPR is easier to find. Website will include the following:</p> <ol style="list-style-type: none"> 1. Minutes of Council meetings 2. Advocacy activities – PPC, NIH, foundations. Make sure when something good happens that we SPR brand it, "SPR announces that member XX led successful efforts to increase the LRP program for pediatricians, a gain of \$YY dollars to the program." "SPR advocated successfully for an additional \$xxx dollars for the Child Research Centers", that sort of thing. 3. "Featured Articles" - great recent work by SPR members (Faculty of 1000), top 10 each month with short commentary 	High	Easy
		<p>Send a quarterly e-newsletter (new front page of website) with links to website. Solicit volunteers and rotate assignment for content of newsletters to SPR members; include regional society announcements and also feature members' significant research findings.</p>	High	Moderate	
		<p>Create and distribute (via snail mail) a Welcome Package (and certificate) to new members, including: SPR 101 document; calendar of all SPR meetings for the next several years, abstract deadlines; certificate for \$50 off first meeting registration; list of awards and other opportunities.</p>	High	Easy	
		<p>Improve service to membership</p>	<p>Communicate existing advocacy efforts and promote to continue to advocate for governmental support for research related to child health and disease. Organize annual visit to NIH and relevant institutes to advocate for child health research funding, loan repayment for pediatric researchers, etc.</p>	High	Easy

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			Solicit established members (via e-newsletter and website) to become mentors for new members and link new members with these individuals, linking more recent members with established members in mentorship relationships. (Note: This seems like a very ambitious goal that should be considered for a distinct program; represents a high level of difficulty.)	Medium	Hard
			Create a “welcome ambassador” program at the first meeting attended by new members. These members will contact the member prior to annual meeting and set up a specific meeting time at the meeting. If new member won’t be attending the meeting, the ambassador will schedule phone time with him/her within two weeks of the meeting. Automate a reminder to the ambassadors to contact the new members again at the six month time point, prior to dues invoices and meeting abstract deadlines.	Medium	Moderate
			Solicit established members to volunteer to pre-review grants for junior members and post this information on the website. Reviewers will be able to remove their name at will or once they feel they do not have time to review more grants. (Note: Seems highly ambitious and potentially redundant given that departments often provide this service.)	Low	Hard
			Provide publicity for member work to include press releases for very major papers, contracts, grants, etc. Announce when SPR members are elected to IOM or National Academy, etc.	High	Easy
			Ensure membership understands how to have an impact on meeting content and by making sure meeting includes: 1. A topic symposium of interest to multiple specialists/interest groups with highest	High	Low

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			<p>quality of science presented. Organize an SPR “meeting within a meeting” day.</p> <p>2. A mock study section workshop. This could be directed as a K-writing workshop or a transition to a first R01 workshop.</p> <p>3. A “Highlights of Pediatric Research Literature Review” workshop at the annual meeting - this should be cross-disciplinary. This should be done by the program committee upon which SPR has representation.</p>		
			<p>Create a task force to address concerns with the journal. This will be made up of SPR and APS Council, and will solicit input from members and present results to Council.</p>	High	Low
		<p>Increase opportunities for members to become involved in society activities</p>	<p>Publicize DOOR with a goal to get 50% of members to participate. This will be done by sending an email once a year with a button to click to “update your information”, or as a splash screen that could come up at the time of online annual dues renewal.</p>	High	Moderate
			<p>Develop a process for members at a more advanced stage of their career to become career mentors for newer members by 2010 Annual Meeting. Formalize an Early Stage Investigator mentoring program, to be staffed by senior members. See above.</p>	High	Hard
			<p>Open “nominating committees” to membership by advertising on in newsletter/on website.</p>	High	Easy
			<p>Invite members to become involved in writing/selecting content for newsletter/e-mail.</p>	High	Easy
			<p>Define or communicate upcoming openings on committees and Council and develop process to solicit nominations. These nominations will then need to go the nominating committee to insure a transparent process.</p>	High	Easy

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			Solicit the membership to create a pool of more senior members that have served on study sections to pre-review grant applications. Offer pre-review of drafts of K awards or <i>first</i> R01 if the drafts are submitted 2 months prior to deadline. See above.	Low	Hard
Increase impact of pediatric research by increasing: <ol style="list-style-type: none"> 1. the quantity of pediatric research 2. the quality of pediatric research 3. dissemination of pediatric research 		Increase funding for pediatric research	Advocate for 30% increased funding for pediatric research by 2015 through representation on NIH advisory councils, the Canadian Institute for Health Research, European, Asian, and other organizations.	Medium	Hard
			Advocate for increased funding for pediatric research from other public agencies through the Public Policy Council.	Medium	Hard
			Advocate for a 25% increase in contributions by 2015 from private foundations and other organizations to the Pediatric Research Foundation (PRF).	High	Hard
			Create additional internal (SPR) funding opportunities supported by a targeted philanthropic effort to augment the PRF and link these awards with the PAS meeting (e.g. at Presidential plenary).	High	Moderate
			Identify new areas of research to be pursued through public or private sources of funding by advocacy through NIH advisory councils, the Public Policy Council and other organizations, as appropriate.	Medium	Hard
		Increase the pipeline of trainees interested in pediatric research	Increase opportunities to mentor young scientists through an SPR mentoring program. This could be fostered by developing and using social network strategies for mentors and mentees to correspond at times other than the PAS meeting as well as providing the opportunity for mentors to interact with mentees at the PAS meeting	High	Moderate

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			Increase research collaboration between SPR members by 20% by using the DOOR or similar “social network” platforms.	Medium	Moderate
			Increase the number of students who participate in the summer research program by 25% by exceeding the \$2 million fundraising target for the PRF and use these funds to support this program.	High	Moderate
			Increase the number of summer research students who pursue a career in pediatrics by 25% by developing an ongoing mentoring process between SPR members and students.	High	Easy
			Increase the number of SPR members who serve as student research mentors by 25% by developing a ‘mentor training’ program at the PAS meeting or through an online module.	Medium	Easy
			Increase the number and type of awards given to student researchers by 25%.	High	Moderate
			Create a program to encourage members to bring resident trainees to the PAS meeting, modeled after AMSPDC’s program, and sponsor a session dedicated to early career development in pediatric research	Medium	Moderate
			Encourage the Residency Review Committee and other accrediting organizations in Asia, Canada, Europe, and the US to require exposure to research during residency by appointing one SPR member to each committee or board.	Medium	Moderate
		Strengthen the process of career development for pediatric researchers	Create a mentoring program for junior pediatric researchers by linking them with more established pediatric researchers and providing an annual forum for mentoring at the PAS meeting; develop a mentoring function through DOOR for junior and more established pediatric researchers.	High	Easy

Strategic Objective	Background	Strategies	Tactics	Priority (High -Low)	Difficulty (Easy-Hard)
		Increase workshops at the PAS meeting to improve the quality of science at the PAS meeting	Optimize coordination of SPR Program Committee members in order to prepare PAS sessions in advance of the July meeting, with the goal of maximizing the participation by scientific leaders in pediatrics. Encourage the SPR representatives to the Program Committee to focus on recent publications that represent “game changers” in pediatrics and solicit participation in the PAS meeting by these researchers.	High	Easy
			Develop two new workshops for the 2011 PAS meeting on each of the following types of research: basic science, clinical, and population-based research.	Medium	Easy
			Email all SPR members to solicit ideas for workshop programs focused on the fundamental skills needed for research career development (e.g. grant mechanisms, grant writing, promotion mechanisms, etc). Consider technical workshops that introduce broad research tools (e.g. “OMICS” sessions: genomics, proteomics, epigenomics). Solicit national leaders (e.g. HHMI-investigators) to present their work at the PAS meeting and discuss how these research tools have been applied to change pediatric research.	High	Easy
			Actively pursue the engagement of potential SPR members by communicating with researchers in sub-specialty areas which do not currently have a major presence at the PAS meeting and engaging these researchers in the Society and the PAS meeting	High	Moderate
		Increase collaboration between SPR members to improve the quality of pediatric research	Use DOOR to link SPR members with shared interests and provide the means of research collaboration. Provide opportunity to solicit collaborative sites for multicenter projects in SPR newsletter.	High	Easy

Strategic Objective	Background	Strategies	Tactics	Priority (High -Low)	Difficulty (Easy-Hard)
		Enhance communication with SPR members using technology that members are most frequently using	Disseminate the research findings of SPR members to the membership on a regular basis and link these reports to subsequent presentation at the PAS meeting (see Tactic 1).	High	Moderate
			Appoint sufficient council members and general members to working committees to have a 1:1 ratio, which will serve to maximize engagement of general members and mentor general members regarding society issues.	High	Easy
		Increase the quality of science and visibility of the PAS meeting	Develop new PAS program sessions to increase the proportion of established members who present at the PAS meeting.	Medium	Easy
			Survey SPR members to identify perceived barriers to attendance and presentation at the PAS meeting.	Medium	Easy
			Increase the visibility of the PAS meeting by assessing the effectiveness of the new media relations program over the next two years.	High	Moderate
			Develop interactive fora and workshops to promote cross-disciplinary and cross-subspecialty research	High	Moderate
Financial Stability		Increase/retain membership	Communicate activities/new initiatives to members on a quarterly basis, with an updated website and an email announcement to members that includes a link to the website	High	Easy
			Engage the new/active members by having them participate in Society initiatives, e.g., invite society members not on Council to participate in committees and activities. Announcements will be made on the website so as to provide members a stronger voice through direct involvement in specific activities.	High-Medium	Easy

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			Work with AMSPDC, e.g., communicate directly to department chairs, to help distribute membership materials and provide reasons for their faculty to join SPR.	High	Moderate
			Identify potential new members using the CRISP database and utilize that information to invite people to become members.	High	Easy
			Assess the financial implications of a decrease in dues and provide an update and recommendation to Council by Fall, 2010.	Medium	Moderate
			Create task force/volunteers to research effectiveness of tiered membership in other organizations and provide recommendation to Council, by Fall, 2010, as to pros and cons for doing so for SPR.	High	Easy
			Develop a fellow membership category including dues, benefits, etc.	High-Medium	Easy
		Increase number of new members attending meeting	Provide new member meeting discount for first two years of membership.	High	Easy
			Increase number of trainee/fellow travel awards by 25% if financially possible.	Medium	Moderate
			Assess impact of decreasing registration fee for new members and trainees.	Medium	Easy
			Communicate opportunities for fellows to be more involved in planning and executing the meeting.	Low	Moderate
		Increase subspecialty engagement	Identify 'permanent' seats on Council and empower members to promote interaction or collaboration with relevant subspecialty societies.	High	Easy
			Identify priority subspecialty areas for Council membership.	High	Easy

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			Develop a formalized communication plan between Council representative and leadership of subspecialty organizations.	High	Moderate
			Provide a forum for subspecialty organizations to have meaningful input at the PAS meetings	High	Moderate
			Promote SPR members for leadership roles in subspecialty organizations	High	Easy
			Collaborate with subspecialty organizations, partners (i.e. AAP) to create disease specific databases	High	Hard
			Approach traditionally adult-disease focused specialty societies (i.e. AHA, ATS, ASN, ADA, ASCO) to develop and collaborate with already extant pediatric themes and councils	High	Moderate
			Engage SPR leadership (council) in the development of NIH sponsored (NICHD, NHLBI) clinical trials	High	Hard
			Identify opportunities to translate discoveries into clinical applications by creating database for clinical trials	Medium	Hard
			Develop an academic pediatric forum to respond to pertinent issues by subspecialty (i.e. GME, work hours)	High	Moderate
		Focus expenditures on effective core mission endeavors	Create a Finance Committee charged with working with staff and the Secretary-Treasurer to develop annual budget and review financial statements such as income/expense and balance statements	High	Moderate
			Review annual budget and map each expenditure to core mission objectives	High	Easy
			Council to critically review all current expenditures and obligations not tied to one or more core mission objectives; all new proposed expenditures are required to be justified in terms of core mission objectives before moving forward	High	Easy

Strategic Objective	Background	Strategies	Tactics	Priority (High -Low)	Difficulty (Easy-Hard)
		Increase philanthropic support through members/outside organizations, e.g., foundations	Establish a Fundraising Committee	High	Easy
			Identify one or more fund-raising champions for each established fund	High	Easy
			Identify philanthropic organizations interested in pediatric research	High	Moderate
			Identify opportunities for philanthropic support (e.g., RFPs)	Medium	Moderate
			Develop donation policies for non-profit and for-profit entities	High	Easy
			Create a vision for greater philanthropic giving by members	High	Moderate
			Create opportunities for philanthropy linked to core mission activities	High	Easy