

American Gynecological & Obstetrical Society

AGOS STRATEGIC PLAN

MISSION

We promote excellence in women's healthcare through advocacy for research and clinical training, and the development of academic leaders in obstetrics and gynecology.

VISION

To ensure scholarship flourishes in obstetrics and gynecology and, more broadly, women's health.

CORE VALUES

- LEADERSHIP:** Provide leadership in women's health.
- ADVOCACY:** Impact and enhance research funding, opportunities and programs in women's health.
- SCHOLARSHIP:** Promote the discovery, dissemination and implementation of new knowledge in women's health.
- TRAINING & MENTORSHIP:** Develop and support emerging leaders in academic obstetrics and gynecology.
- EXCELLENCE:** Exemplify excellence and professionalism in the field of obstetrics and gynecology.
- INNOVATION:** Embrace and disseminate innovative approaches to delivering patient care, educating medical students, training residents and fellows and conducting research.
- COLLABORATION:** Support and promote collaboration with a diverse community of individuals, professionals and organizations involved in the care of female patients.
- STEWARDSHIP:** Maintain accountability for leaders in academic obstetrics and gynecology.
- INTEGRITY:** Promote the highest ethical standards in obstetrics and gynecology

2018 – 2020 STRATEGIC GOALS & SUPPORTING INITIATIVES

1. ENHANCE THE VALUE AND VISIBILITY OF AGOS TO WOMEN'S HEALTH

- Develop and promote the identity of AGOS as a purpose-driven organization.
- Become a vocal advocate for women's health and reproductive rights among other healthcare organizations on Capitol Hill.
- Increase the visibility of the Society and engagement of members through communication using new and existing platforms.

- Empower members to serve as advocates through the provision of timely information, training and support.
- Develop and disseminate white papers that help advance women's health and disseminate best practices in clinical care and training.
- Communicate the value of AGOS among influential individuals within the Obstetrics and Gynecology community, the broader academy and among the lay public.

2. INCREASE ENGAGEMENT OF MEMBERS

- Provide valued services and resources to members and stakeholders (e.g., annual meeting content, white papers, networking, support for AAOGF scholars and bridge grant awardees).
- Expand member engagement opportunities throughout the year with a focus on the annual meeting.
- Improve communications by investing in marketing efforts to promote AGOS meetings and events.
- Increase the amount of original content developed and disseminated by AGOS by re-engaging the editorship of the *American Journal of Obstetrics and Gynecology* to develop new processes to raise visibility of the organization.

3. INCREASE DIVERSITY AND INTEREST IN MEMBERSHIP

- Develop a mentorship program that supports a diverse range of emerging leaders.
- Expand efforts to diversify AGOS's outreach to underrepresented audience segments.
- Create an advisory group consisting of emerging leaders.
- Increase the number of leadership opportunities for emerging leaders.
- Position AGOS for membership growth by strengthening recruitment, onboarding and retention efforts.

4. ENHANCE THE FINANCIAL STRENGTH OF AGOS

- Identify and evaluate additional funding sources to bolster the financial strength of AGOS (e.g., estate planning, corporate and foundation giving).
- Ensure transparency in financial management.

5. SUPPORT RESEARCH IN OBSTETRICS AND GYNECOLOGY

- Advocate and support efforts to increase federal funding for basic reproductive science and translational and clinical obstetric and gynecologic research.
- Engage members in promoting research opportunities.
- Optimize and expand research advocacy with other associations.

- Foster collaborative research and best practices among institutions and investigators in obstetrics and gynecology.

6. ADVANCE THE CAREERS OF MEMBERS

- Develop a mentorship program for emerging leaders.
- Leverage existing networks to amplify the voices of members.
- Build meaningful, effective and efficient tools to help members connect, network and collaborate.
- Enhance leadership opportunities through volunteer committee activities and assignments—both regionally and nationally.
- Enhance media coverage of research at the annual meeting.