



# ABA STRATEGIC PLAN 2017 – 2019

## ABA VISION and MISSION

The American Burn Association is dedicated to improving the lives of everyone affected by burn injury.

### GOAL #1: EDUCATION

ABA is the premier provider of cutting edge education and meets the needs of the burn team and member segments.

Strategy 1.1. Through accreditation, provide applicable CE credits for all member segments.			
Tactic	Assigned to	Timeframe	Comments
1.1.a. Complete ACCME reaccreditation application and interview process.	Staff/ Program Chairs	2017	Completed
1.1.b. Complete process for CNE credits through certified nursing organization.	Staff/ Lead Nurse Planner	Annually	
1.1.c. Research and determine additional CE offerings for Annual Meeting and other education.	Staff/Program Committee	2018-2019	
1.1.b. Complete process for CNE credits through certified nursing organization.	Staff/ Lead Nurse Planner	Annually	
1.1.d. Apply for new CE for member segments for Annual Meeting	Staff/ Program Committee	2018	
1.1.e. Explore becoming ANCC accredited to directly offer CNE for all ABA programs.	Staff/ Nurse Planner	2018	
1.1.f. Develop and implement processes to demonstrate and document all criteria for all accredited areas are being met, including disclosures.	Staff/ Program Committee	2018	

Strategy 1.2. Expand and enhance the ABLIS program.			
Tactic	Assigned to	Timeframe	Comments
1.2.a. Expand ABLIS Instructor Training by educating and certifying one to two more ABLIS Educators per region allowing for more ABLIS Instructor and Provider Courses.	ABLIS Committee	January 2018 through December 2018	
1.2.b. Explore a plan for International distribution of ABLIS Materials.	ABLIS Committee	Ongoing	
1.2.c. Provide comprehensive listing of ABLIS Coordinators, posted on the ABA website. This will assist smaller, remote centers in finding certified ABLIS Coordinators so they can host ABLIS Courses.	Staff/ ABLIS Committee	Ongoing	



1.2.d. Input all ABLIS Instructors into online database where instructors can update, record teachings, and contact information.	Staff	January 2018-July 2018	
1.2.e. Implement LMS system that houses ABLIS Now and is compatible with mobile devices.	ABLIS Committee/ Staff	January 2018-December 2018	
1.2.f. Improve ABLIS live administration, registration, evaluation and invoicing by incorporating into LMS in order to streamline operations, decrease staff time and increase responsiveness as well as improve financial processing and tracking.	Staff		
1.2.g. Update ABLIS Material in line with the live course.	ABLIS Committee/Staff	January 2018-July 2018	
1.2.h. Develop and provide ABLIS tools and resources to promote ABLIS Provider and Instructor courses. Through use of website and other meetings.	Staff	January 2018-July 2018	
1.2.i. Develop an online tutorial for first time ABLIS Coordinators.	ABLIS Committee/Central Office	January 2018-September 2018	

Strategy 1.3. Enhance the Annual Meeting to meet the needs of the burn team and member segments.			
Tactic	Assigned to	Timeframe	Comments
1.3.a. Continue to offer high-quality educational programming that is objective, cutting edge and relevant to daily practice.	Program Committee	2018-2019	
1.3.b. Find more creative ways to capture of changing needs of membership.	Program Committee/Staff	2018-2019	
1.3.c. Develop moderator instructions and feedback forms to improve moderator experience and to report and deal with bias.	Program Committee	2018-2019	
1.3.d. Partner with research committee to improve submission quality and encourage diversity of topics and new submissions (review rejected abstracts).	Program Committee/ Research Committee	2018-2019	
1.3.e. Foster collaboration and leadership development by developing multidisciplinary, mentoring and leadership sessions.	Program Committee	2019	



Strategy 1.4. Provide opportunities for those who are interested in demonstrating a level of competency through certification.			
Tactic	Assigned to	Timeframe	Comments
1.4.a. Establish Central Office infrastructure for administration and maintenance of therapy and nursing burn specialty certifications. Create certification workflow and standard operating procedures.	Professional Certification Committee/Staff	2018	
1.4.b. Establish volunteer structure and documented procedures to review certification applications and determine if applicants meet criteria.	Professional Certification Committee/Staff	2018	
1.4.c. Implement burn therapist certification program	Professional Certification Committee/Staff	2018	
1.4.d. Conduct survey to determine interest in burn nursing certification.	Professional Certification Committee/Staff	2018	
1.4.e. Develop content and criteria for burn nurse certification program	Professional Certification Committee	2018	
1.4.f. Explore electronic system to better manage certification program.	Staff	2018	
1.4.g. Based on survey results, implement a nursing certification program.	Professional Certification Committee/Staff	2018-2019	
1.4.h. Evaluate and report on certification programs and implement improvements as indicated.	Professional Certification Committee/Staff	2018-2019	
1.4.i. Develop and implement recertification process.	Professional Certification Committee/Staff	2019 +	
1.4.j. Explore Professional Designation for Burn Surgery as part of ABS Certification	ABS Liaison/Work Group/ Staff	2018-2019	

Strategy 1.5. Develop education strategy that leverages content across multiple platforms and includes new content generated by or for ABA to meet the needs of member segments.			
Tactic	Assigned to	Timeframe	Comments
1.5.a. Implement an online educational platform (Learning Management System – LMS)	Staff	June 2018	
1.5.b. Develop overall educational strategy to include live and online learning by discipline.	Education Committee/Staff	2018	
1.5.c. Develop webinars to be housed in the LMS.	Education Committee/Other Committees/ Staff	2018	



1.5.d. Deliver Advanced Burn Practitioner Course at Annual Meeting and develop plans to expand the course going forward.	Education Committee/ODBC/ Staff	2018-2019	
1.5.d. Develop a library of videos on standard burn care.	Education Committee	2018-2019	
1.5.e. Create cutting edge education such as simulation and hands-on laser educational programs	Education Committee/Staff	2018-2019	
1.5.f. Partner with other societies and organizations to present at their meetings and vice versa.	Education Committee/Staff	2018-2019	
1.5.g. Seek funding for educational grants from industry.	Staff	2019	

### Milestones

2017	2018	2019
<ul style="list-style-type: none"> <li>• ACCME reaccreditation approved.</li> <li>• CNE offered along with 1 other area of practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Accreditation managed by central office.</li> <li>• CE credit offered for CME, CNE and 2 other areas of practice.</li> </ul>	<ul style="list-style-type: none"> <li>• CE credit offered for CME, CNE and 4 other areas of practice.</li> </ul>
<ul style="list-style-type: none"> <li>• Increase number of individuals who complete ABLS courses by 5%.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of individuals who complete ABLS courses by 5%.</li> <li>• Redesign ABLS Now.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of individuals who complete ABLS courses by 5%.</li> </ul>
<ul style="list-style-type: none"> <li>• Evaluate 2017 Annual Meeting and historical information.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase attendance by 2% over 2017.</li> <li>• Update evaluation form and explore opportunities to make specific improvements or implement new activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase attendance by 2% over 2017.</li> </ul>
<ul style="list-style-type: none"> <li>• Pilot therapist certification.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement therapist certification.</li> <li>• 30 therapists certified.</li> <li>• Develop nursing certification.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of certified therapists by 10%.</li> <li>• Launch nursing certification.</li> </ul>
<ul style="list-style-type: none"> <li>• Determine plan for obtaining educational expertise needed (hire/outsource).</li> </ul>	<ul style="list-style-type: none"> <li>• Develop education strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement education strategy.</li> </ul>



## GOAL #2: RESEARCH

ABA will be the leader in setting research direction and supporting research efforts to increase knowledge and improve outcomes in burn care, rehabilitation, and prevention.

Strategy 2.1. Define research priorities and goals for burn injury.			
Tactic	Assigned to	Timeframe	Comments
2.1.a. Develop white paper on basic science research needs that would be an outline of ABA research agenda.	Research Committee/ BSAP	2018	
2.1.b. Promote research agenda and encourage research in burn care, treatment and rehabilitation.	Research Committee/ BSAP	2018-2019	

Strategy 2.2. Grow and expand funding for research through advocacy at the local and federal levels and establishing strategic collaborations with national organizations to secure funding for burn research.			
Tactic	Assigned to	Timeframe	Comments
2.2.a. Obtain congressional support for DOD funding for burn research. Promote this at the NLC.	Government Affairs Committee/ BSAP	Annually	
2.2.b. Determine other organizations that advocate for research funding and collaborate with them on activities.	Government Affairs Committee	2018-2019	
2.2.c. Conduct Standards in Biologic Lesions: Cutaneous Thermal Injury and Inhalation Injury Workshop and develop recommendations.	Research Committee	2018	UL Research Grant project
2.2.d. Develop list of all research that has been done through DOD funding and outcomes. Promote the accomplishment of this research.	BSAP	2018	
2.2.e. Explore new funding options for burn research, develop new relationships and collaborative partnerships.	Research Committee/ BSAP/ Board	2018-2019	

Strategy 2.3. Continue to maintain and grow the ABA research program and multi-center trials and insure appropriate management.			
Tactic	Assigned to	Timeframe	Comments
2.3.a. Establish staff structure to support ABuRN activities and MCTs.	Staff/ABuRN Director	2017	



2.3.b. Continue to support current grants and ensure task completion according to established timelines.	BSAP/Staff	Ongoing	
2.3.c. Develop and document processes and procedures to consistently manage grants and meet standards.	Staff	2018	
2.3.d. Promote call for proposals to ABA members and other researchers to encourage submissions.	Staff/ BSAP		
2.3.e. Track progress and report on research projects to appropriate committees, the Board, members and the public.	Staff		

**Strategy 2.4. Develop, maintain and support quality basic, translational and implementation science in burns.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
2.4.a. Identify and disseminate relevant funding opportunities to membership.	Research Cte	2018-2019	
2.4.b. Facilitate publication of basic research in JBCR.	Research Cte	2018	
2.4.c. Encourage Annual Meeting abstracts with strong research be published.	Research Cte	2018	
2.4.d. Offer mentoring opportunities to those interested in conducting basic science research.	Research Cte	2019	

**Strategy 2.5. Deliver a high quality Journal that advances burn research and captures the best science presented at the ABA Annual Meeting.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
2.5.a. Evaluate Journal through RFP process and select publisher.	Journal Editor/Board/ staff	2017	Completed
2.5.b. In partnership with the publisher, develop metrics that will demonstrate enhanced quality of the JBCR.	Journal Editor/ staff	2018	
2.5.c. Increase engagement by developing new features such as podcasts, videos, etc.	Journal Editor	2018-2019	
2.5.d. Promote the JBCR through social media and other means.	Journal Editors/ staff	2018	
2.5.e. Implement Burn Journal Club	ODBC	2018	



## Milestones

2017	2018	2019
<ul style="list-style-type: none"> <li>Achieve \$8M in DOD appropriations for military burn research.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve \$8M in DOD appropriations for military burn research.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve \$8M in DOD appropriations for military burn research.</li> </ul>
<ul style="list-style-type: none"> <li>Establish ABuRN structure to provide oversight for all research activities including MCT and ABuRN consulting.</li> <li>Determine plan for obtaining research project management expertise needed (hire/outsource).</li> </ul>	<ul style="list-style-type: none"> <li>Operationalize and document all aspects of the ABA's research efforts.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Develop plan to maintain and support basic scientists' interest in burns.</li> </ul>	<ul style="list-style-type: none"> <li>Implement plan to maintain and support basic scientists' interest in burns.</li> </ul>
<ul style="list-style-type: none"> <li>Evaluate Journal through RFP process and select publisher.</li> </ul>	<ul style="list-style-type: none"> <li>Measure revenue and impact factor.</li> </ul>	<ul style="list-style-type: none"> <li>Increase revenue and impact factor.</li> </ul>



### GOAL #3: QUALITY CARE

ABA will provide the metrics for evaluation in burn care and the tools and resources for burn care professionals to provide quality care that achieves optimal outcomes.

Strategy 3.1. Develop and implement data collection tools that will improve quality of care.			
Tactic	Assigned to	Timeframe	Comments
3.1.a. Assess current registry program; determine actual revenue and expenses; review contract and determine obligations to DI.	Staff/ Work Group	2017	Completed
3.1.b. Survey users on current DI system to determine positive & negative aspects and wish list for future.	Staff/Burn Registry Committee	2017	Completed
3.1.c. Conduct 2017 Call for Data and complete the NBR and new data set.	NBR Committee/ Staff	2017-2018	
3.1.d. Develop presentation to show key findings from NBR.	NBR Committee	2018	
3.1.e. Develop plan to meet the future needs of members and the organization related to a registry in a cost-effective way.	Staff/ Work Group	2017-2018	
3.1.f. Review data dictionary definitions compared to trauma and surgery. Evaluate need for fields. Compare with other collection tools with the goal of developing Common Data Elements.	Burn Registry Committee/Staff/ Work Group	2018	
3.1.g. Develop plan for data set whether to charge a fee or offer it for free.	Staff/ Board	2018	
3.1.h. Develop plan to continue the registry program in 2017 and possibly transition to new platform.	Staff/ Work Group	2018	
3.1.h. Review common data elements annually.	Burn Registry Committee	Annually	

Strategy 3.2. Evaluate, expand, and promote the ABA Verification program.			
Tactic	Assigned to	Timeframe	Comments
3.2.a. Improve and document administration process and systems. Streamline scheduling process, develop reimbursement and expenses tracking system.	Staff	January 2018-July 2018	
3.2.b. Explore options to update online reporting tool.	Staff	January 2018-July 2018	
3.2.c. Continue subcommittee work to expand criteria, provide guidelines to burn centers, level of centers, and burn center innovations.	Verification Committee	January 2018-April 2018	





**Strategy 3.3. Develop resources for burn care teams to help them be successful and maintain their careers in the burn field.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
3.3.a. Create a needs assessment for newer burn care providers to determine what areas interest them.	Education Committee	2018-2019	
3.3.b. Develop webinars or other tools to be a resource and provider of burn care content (i.e. burnout, non CE webinars)	Education Committee	2018-2019	
3.3.c. Provide members who achieve ABA certification with official designation in our membership system and recognize them at the annual meeting.	Professional Certification Committee/Staff	2018-2019	

**Strategy 3.4. Develop evidence-based practice guidelines to improve burn care.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
3.4.a. Review and update existing ABA practice guidelines. Develop timeline and process for regular review of guidelines.	ODBC/Staff	2018	
3.4.b. Revamp current website and access to guidelines (year published and link).	Staff	June 2018	
3.4.c. Develop new Practice Guidelines for publication. Including: Frostbite, Pain, Escharotomy, Transfer Criteria.	ODBC	2018-2019	
3.5.d. Complete an IRB-approved survey for ODBC presentation to help annually assess the burn workforce with substantially more detail.	ODBC	2018-2019	
3.5.e. Review and promote oral resuscitation of burn patients. This is particularly important in light of the recent IV fluid shortage. The products of this committee are envisioned to be 1. Guidelines for the ABA website, 2. Possible manuscript, 3. Possible study.	ODBC	2018-2019	
3.5.f. Develop an elderly care mobilization questionnaire.	Ad Hoc Elderly Care Committee	2018	
3.5.g. Create a white paper about the complex needs of elderly burn patients, addressing all aspects, including acute, long-term, rehab, critical care, etc.	Ad Hoc Elderly Care Committee	2018	
3.5.h. Create specific treatment guidelines for elderly burn patients, to improve the lives and outcomes of elderly burn patients.	Ad Hoc Elderly Care Committee	2019	



## Milestones

2017	2018	2019
<ul style="list-style-type: none"> <li>• Complete assessment and evaluation of current registry program.</li> <li>• Continue short-term management of program.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop long-term registry plan.</li> <li>• Continue short-term management of program.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement registry plan.</li> </ul>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Improve and document verification program processes.</li> <li>• Explore additional options for program improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement verification program plan.</li> </ul>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Develop two new guidelines.</li> <li>• Review all existing guidelines and develop review process &amp; timeline.</li> <li>• Post all guidelines on ABA website.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop two new guidelines.</li> </ul>



## GOAL #4: ADVOCACY

ABA influences policies and positions that positively impact prevention of injury, patient care, and the field of burn care.

Strategy 4.1. Take a leadership role in increasing awareness of the importance of burns in health care among the public and health care professionals.

Tactic	Assigned to	Timeframe	Comments
4.1.a. Establish a link between National Burn Awareness Week and advocacy done related to burn care, prevention and research.	Government Affairs/ Burn Prevention Committees	2018-2019	
4.1.b. Develop and implement public awareness plan targeted at the general public.	Staff/ Burn Prevention Committee	2018-2019	
4.1.c. Develop plan to promote the value of burn centers within hospitals.	IAC	2019	

Strategy 4.2. Remain a primary resource for burn disaster planning and preparedness.

Tactic	Assigned to	Timeframe	Comments
4.2.a. Address third-party payment for transport across state lines in the event of a disaster/emergency.	ODBC/Government Affairs	2018-2019	
4.2.b. Develop BARDA/ABA app, guideline for disaster preparedness in the event of mass casualty.	ODBC	2018-2019	
4.2.c. Continuously update the ABA website with increased information about disaster planning, preparedness, practice guidelines.	ODBC/ Staff	ongoing	
4.2.d. Plan one-day formal Operation Gotham Shield exercise.	ODBC/ Staff	2019 NLC	
4.2.e. Develop, document and operationalize centralized coordination of disaster drills.	ODBC/ Staff	2018	
4.2.f. Build and maintain relationships with HHS, ASPR, BARDA. Increase understanding of the role of these governmental agencies related to burn disaster and how ABA can be involved.	ODBC Leadership/ Executive Committee/ Staff	2018-2019	



4.2.g Develop and obtain IRB-approval for study to assess the burn workforce with substantially more detail.	ODBC	April 2018	
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**Strategy 4.3. Be identified as a principle actor in prevention strategies for burns.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
4.3.a. Build relationships with other organizations to identify collaborative projects and, work together on burn prevention efforts.	Burn Prevention Cte/Staff	2018-2019	
4.3.b. Develop prevention promotional materials with volunteer PR consultant.	Staff/ Burn Prevention Committee	2018	
4.3.c. Strengthen our relationship with the Phoenix Society and develop plan for collaboration on aftercare reintegration	Aftercare Reintegration Committee		
4.3.d. Further develop the public section of the ABA website to be a resource on prevention.	Staff/ Burn Prevention Committee	2018	

**Strategy 4.4. Continue to advocate for better care of burn patients and prevention efforts.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
4.4.a. Develop advocacy topics and strategy planning for the 2019 and 2020 NLC. Market to membership, promoting increased NLC attendance/ABA visibility.	Burn Prevention Cte/ Gov Affairs Cte	2018-2019	
4.4.b. Develop an advocacy agenda related to burn care, research, and prevention.	Government Affairs Cte	2018	
4.4.c. Evaluate the need for more active advocacy representation.	Government Affairs Cte	2018	
4.4.d. On an annual basis, conduct organized advocacy on key issues.	Government Affairs Cte	2018-2019	
4.4.e. Advocate for appropriate burn care reimbursement (i.e., CPT codes for lasers and hypertrophic scar revision). Explore partnering with other organizations that may be working on this such as ASLMS, ASDS, AAD.	Government Affairs Committee/Ad Hoc Coding Committee	2018-2019	



Strategy 4.5. Be the principle source of information and knowledge on anything related to burns.

Tactic	Assigned to	Timeframe	Comments
4.5.a. Develop, grow and increase visibility of the National Burn Awareness Week (NBAW), tying to the ABA NLC. Explore ways to expand promotion of NBAW.	Burn Prevention Cte/ Government Affairs/ Staff	2018-2019	
4.5.b. Continue to expand the resources available on the ABA website related to care and treatment.	Staff	2018-2019	
4.5.c. Evaluate progress from previous State of Science; develop plans for future.		Fall 2018	
4.5.d. Promote guidelines and results of DOD research projects to members and the healthcare community.	Staff/ BSAP/ ODBC/ Journal Editors	2018-2019	
4.5.e. Develop resources on rehabilitation.	Rehab Committee	2018-2019	

### Milestones

2017	2018	2019
<ul style="list-style-type: none"> <li>Conduct and evaluate NLC.</li> <li>Evaluate advocacy consultant through RFP process and select partner for moving forward.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct NLC.</li> <li>Develop advocacy strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct NLC.</li> <li>Implement advocacy strategy.</li> </ul>
	<ul style="list-style-type: none"> <li>Deliver new Burn Awareness Week Material.</li> <li>Develop metrics to measure impact.</li> </ul>	<ul style="list-style-type: none"> <li>Expand Burn Awareness materials.</li> <li>Improve metrics.</li> </ul>
		<ul style="list-style-type: none"> <li>Conduct Gotham Shield exercise.</li> <li>Publish burn workforce study.</li> </ul>



## STRATEGIC GOAL #5: MEMBER SERVICES

Member segments are growing and very satisfied with the content and delivery of offerings provided by ABA.

Strategy 5.1. Based on member needs, increase deliverables to attract new members and improve retention.			
Tactic	Assigned to	Timeframe	Comments
5.1.a. Execute an enhanced Member Needs Survey to determine what members are looking for/need.	MAC, Staff	June 2018	
5.1.b. Assess results of the survey and compare to previous survey feedback; Determine service gaps, possible service enhancements, and associated income opportunities/costs.	MAC, Staff	June 2018	
5.1.c. Determine benefit mix and what are add-ons with additional charge	MAC/Board/Staff	June 2018	
5.1.d. Develop a plan to establish appropriate products/services, introduce/launch them, and communicate/market them to current and potential members.	MAC, Staff	December 2018	
5.1.e. Offer SIG forums, listserv, target marketing as a means to develop and expand SIGs, increase communication, networking and membership.	MAC, Staff	2018-2019	

Strategy 5.2. Continuously update website to facilitate communication and serve as a resource to members, committees, SIGs and the public.			
Tactic	Assigned to	Timeframe	Comments
5.2.a. Launch new website	Staff	2017	Completed
5.2.b. Update/streamline YM Members Only section pages to conform with overall website design elements and improve ease of use.	Staff, MAC, Committees	March 2018	
5.2.c. Implement a member landing page linked to member benefits.	Staff, MAC, Committees	March 2018	
5.2.d. Develop process for regularly posting additional content, news, and articles of interest to members on website.	Staff, MAC, Committees	April 2018	



5.2.e. Implement a communications plan to tell members about the website enhancements and drive activity (may include a bi-weekly informational email in an online news format for posts to our website.)	Staff, MAC, Committees	July 2018	
5.2.f. Review website statistics/google analytics to better understand website traffic/usage.	Staff, MAC, Committees	July 2018	
5.2.g. Implement a process for obtaining email addresses from website visitors for member recruitment purposes – may include previews of JBCR, ABLS, education, and other content.	Staff, MAC, Committees	December 2018	
5.2.h. Work with Committees to add expert content to the ABA website (i.e. Rehab)	Staff	2018	
5.2.i. Continue to expand monthly communication with SIG and Committee Chairs.	Staff	2018	
5.2.j. Add descriptions of Committees and SIGs to ABA website; offer increased information to volunteers and membership. Continue to evaluate and improve committee appointment process.	Staff	2018	
5.2.k. Expand and launch the News and Activities website section. Develop an approval process for articles.	Staff	2018	
5.2.l. Launch Multiview weekly eNews.	Staff	May 2018	

**Strategy 5.3. Develop and implement strategy for the use of social media to engage and inform members and stakeholders.**

<b>Tactic</b>	<b>Assigned to</b>	<b>Timeframe</b>	<b>Comments</b>
5.3.a. Update all social media platforms with new graphics and current information.	Staff	2017	Completed
5.3.b. Continue/expand using Twitter, Facebook and Linked In to share ABA updates, events, and information on a scheduled basis.	Staff/MAC	02/01/18	
5.3.c. Develop overall strategy and increase knowledge and capabilities related to social medial.	MAC/Staff	June 2018	
5.3.d. Develop work group to establish plan to engage members in utilizing social media.	MAC/Staff		

**Strategy 5.4. Increase visibility of American Burn Association at other society meetings and through collaboration.**



Tactic	Assigned to	Timeframe	Comments
5.4.a. Develop marketing collateral regarding burn centers to share with related organizations (connections/events).	Staff	03/29/18	
5.4.b. Implement complimentary, reciprocal membership to establish key relationships with other related associations.	Staff	01/31/18	
5.4.c. Continue to support, develop and collaborate with other organizations by developing and maintaining relationships and conducting phone and in-person meetings.	Staff	ongoing	
5.4.d. Attend conferences to develop relationships and promote ABA membership and programs. Review budgets and marketing strategy to analyze the value of attendance.	Staff	ongoing	

**Strategy 5.5. Develop leadership skills throughout all levels of the ABA.**

Tactic	Assigned to	Timeframe	Comments
5.5.a. Continue Committee Chair Orientation	Staff	Annually	
5.5.b. Develop and implement SIG Chair orientation programs.	MAC/ Staff	2018	
5.5.d. Develop position descriptions for BOT members/officers.	Nominating Committee/Staff	2018	
5.5.e. Conduct initial Board training.	President/ Staff	2017	Completed
5.5.f. Develop plan for ongoing board training and onboarding of new board members.	Board	February 2018	
5.5.g. Develop a mentoring program for members.		2019	
5.5.h. Develop succession planning for ABA leadership.	Nominating Committee/ Executive Committee	2019	

**Milestones**

2017	2018	2019
<ul style="list-style-type: none"> <li>Launch new website</li> <li>Establish baseline metrics</li> </ul>	<ul style="list-style-type: none"> <li>Increase metrics</li> <li>Evaluate website and make improvements</li> </ul>	<ul style="list-style-type: none"> <li>Increase metrics</li> </ul>





<ul style="list-style-type: none"><li>• Develop social media strategy</li></ul>	<ul style="list-style-type: none"><li>• Implement social media strategy and establish metrics</li></ul>	<ul style="list-style-type: none"><li>• Increase metrics</li></ul>
<ul style="list-style-type: none"><li>• Develop plan to increase visibility</li><li>• Establish metrics of success</li></ul>	<ul style="list-style-type: none"><li>• Implement plan</li><li>• Begin measurements</li></ul>	<ul style="list-style-type: none"><li>• Increase metrics</li></ul>



## Internal/Operational Goals

- Present balanced budget and plan to pay of ABA debts within 18 months.
- Grow revenue sources to support operating needs and establish reserve fund.
- Launch new website.
- Develop and implement marketing and social media plan to promote the ABA to the public and members and achieve overarching goals.
- Determine and acquire the skills and competencies to meet ABA operations demands and strategic goals.
- Put in place the information, data support and technology delivery infrastructure necessary to meet our operational needs and strategic goals.
- Create an operational structure that promotes efficiency and maximizes member engagement.
- Expand and support collaborative relationships.

### Key Performance Indicators

#### Financial—

pay off accounts payable within 18 months  
establish a reserve policy  
within 3 years have reserves of 6 months operating expenses  
within 5 years have a reserve of one year's operating funds

#### Membership—

establish current, accurate membership data  
2018 growth by 2%  
retention rate of 70%  
track website visits & social media stats

#### Education—

Increase number of individuals who complete ABLS by 5%  
In 2018, increase paid attendance at Annual Meeting by 2% over 2017  
In 2018, increase sponsorship revenue by 21%  
Establish Therapist Certification program with 30 certified therapists in 2018

#### Research—

Track burn rate  
Track enrollment rate