

# AAPS 2021-2026

## STRATEGIC PLAN OVERVIEW

JANUARY 2021



Advancing Pharmaceutical Sciences, Careers, and Community



# AAPS MISSION

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To advance the capacity  
of pharmaceutical  
scientists to develop  
products and therapies  
that improve global health

*This is what AAPS does  
as an organization*





# AAPS VISION

Advancing the  
pharmaceutical sciences to  
drive prevention and cures

*This is what the  
pharmaceutical sciences can  
accomplish with our work*



# AAPS CORE VALUES

A scientist in a white lab coat and safety glasses is working at a computer in a laboratory setting. The scientist is looking at a monitor and holding a clipboard. The background is a blurred laboratory environment with various equipment and shelves.

Learning, Innovation, Service,  
Inclusiveness, and Integrity



*These are the values we share as we  
collaborate in pursuit of our mission*

# AAPS 2021-2026

## STRATEGIC PLAN GOALS

### GOAL 1

Connect and Engage Scientists to Advance Pharmaceutical Sciences

### GOAL 2

Collaborate Across the Scientific Landscape to Expand Our Access to Knowledge and the Visibility of Our Expertise

### GOAL 3

Strengthen Strategic Networks and Partnerships to Expand AAPS' Global Reach

### GOAL 4

Engage and Develop Pharmaceutical Scientists Across All Career Stages

### GOAL 5

Deliver Member-Valued, Career-Building Experiences

# GOAL 1

## Connect and Engage Scientists to Advance Pharmaceutical Sciences

We facilitate connections and engagements between people that drive research forward, across multiple disciplines, through the exchange of insights and the sharing of programs and experiences. Together we advance pharmaceutical research and development by inspiring the passion of scientists around the world.







# STRATEGIC OBJECTIVE

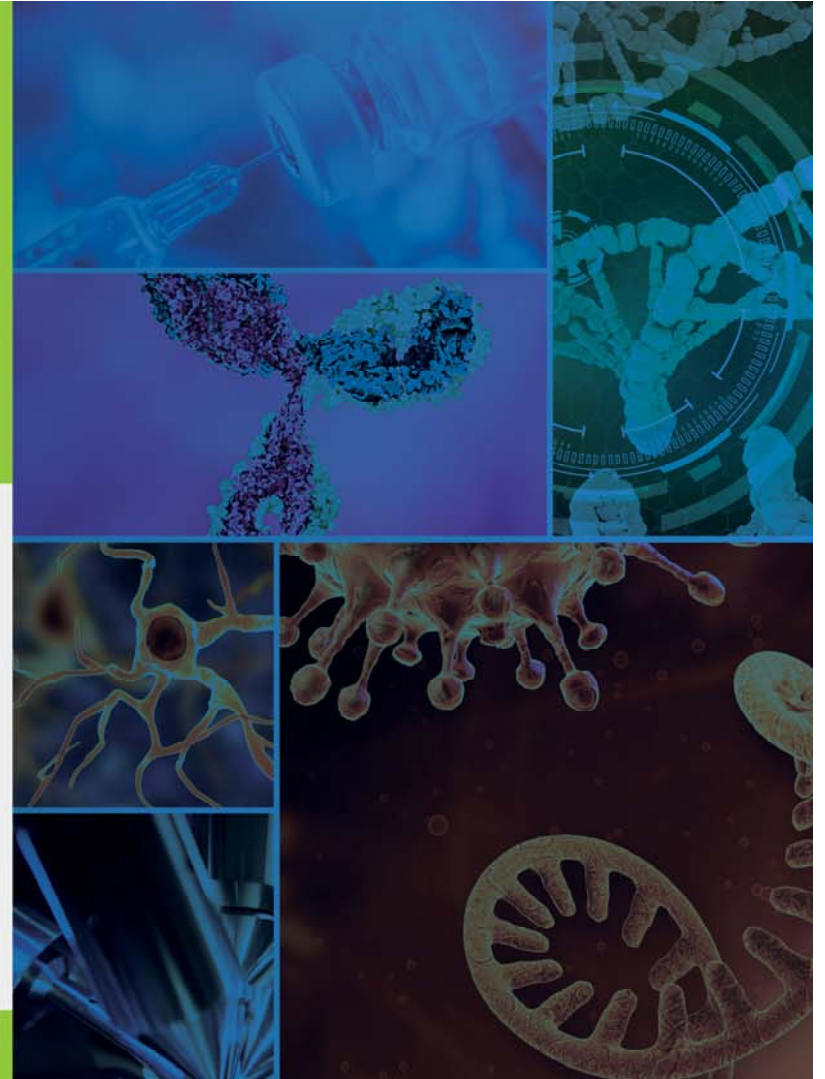
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**Develop and pilot an AI or other technology-based knowledge network that facilitates collaborations and access to knowledge**

# GOAL 2

## Collaborate Across the Scientific Landscape to Expand Our Access to Knowledge and the Visibility of Our Expertise

We develop and maintain alliances across scientific organizations and regulatory agencies to enrich AAPS' knowledge network with the expertise and insights of others, as well as leverage the knowledge of our members in order to grow their professional networks and raise their profiles. This will ensure that AAPS continues to sustain our reputation as an unbiased resource for pharmaceutical research by the global pharmaceutical community.







# STRATEGIC OBJECTIVES

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Redesign and align the volunteer sourcing, appointment, and engagement system and practices

Develop a framework for creating and leveraging strategic partnerships with other organizations and regulators globally



# GOAL 3

## Strengthen Strategic Networks and Partnerships to Expand AAPS' Global Reach

AAPS will establish strategic international networks and partnerships to share innovative science that focuses on the development of existing therapeutics and new modalities for the benefit of global health. By expanding our global presence, we continually raise our visibility and recognition to attract multidisciplinary scientists worldwide to facilitate communication and collaboration for the advancement of pharmaceutical sciences.



# STRATEGIC OBJECTIVE

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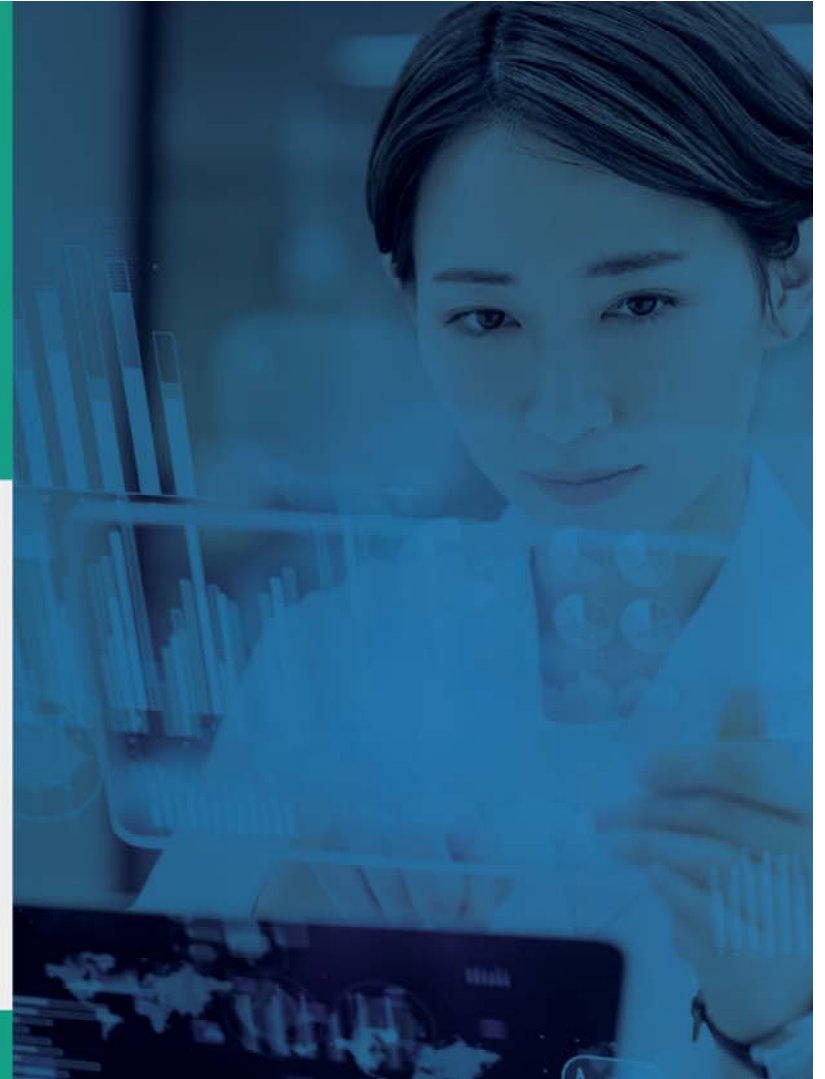
**Increase engagement and loyalty of those working in the pharmaceutical sciences and related disciplines globally**



# GOAL 4

## Engage and Develop Pharmaceutical Scientists Across All Career Stages

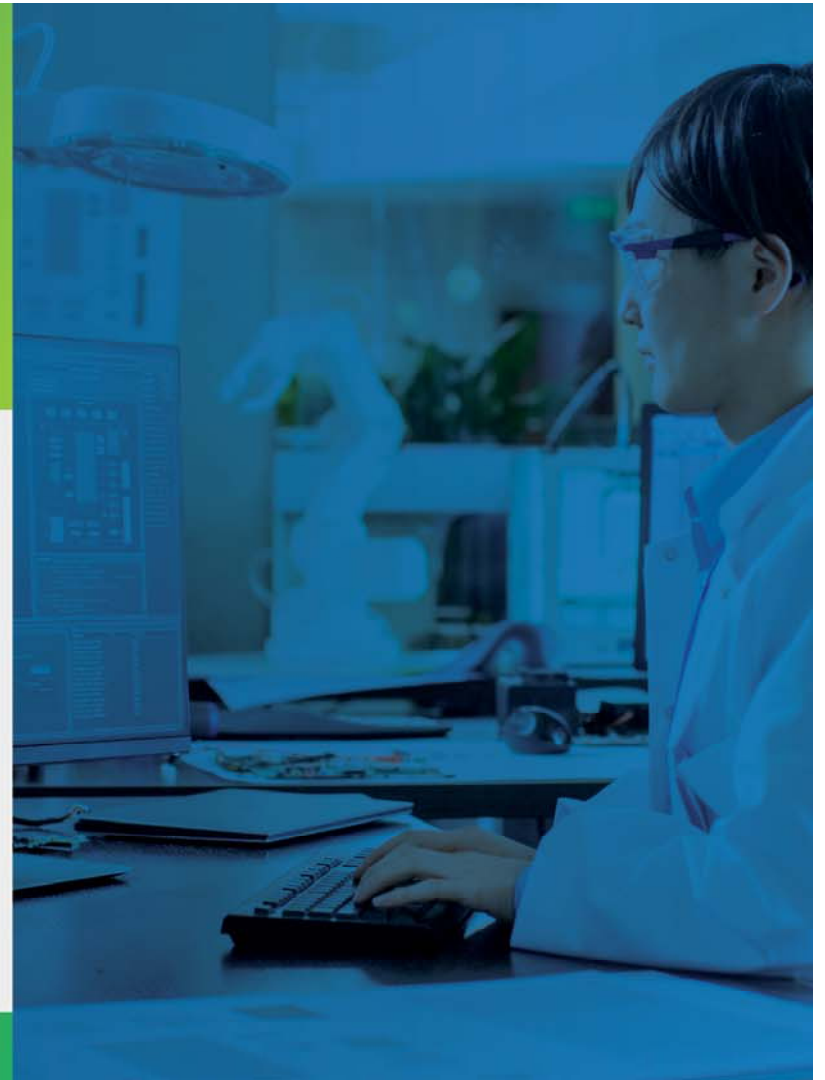
Deliver value-driven opportunities to enrich member experiences throughout their careers. AAPS will strive to create a culture to capture, address, and adapt to current and future members' needs and expectations through innovative programming, engagement practices, and volunteer involvement that facilitates inclusiveness across a multigenerational and diverse audience.



# GOAL 5

## Deliver Member-Valued Career-Building Experiences

It is critical that AAPS offers exceptional opportunities for our members to advance their professional growth and provide greater control over their career paths. To this end, we will offer unique member services that will be aligned within three areas of career-advancing focus: providing access to expert scientific information, building a robust professional network, and developing needed technical and soft skills.





# STRATEGIC OBJECTIVES

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Define, develop, and implement a career-building platform for members to self-navigate their careers

Design and finalize an integrated products and services improvement process, producing a continually updated roadmap





# Four Seasons

OF AAPS SCIENCE



# A PORTFOLIO-BASED VIEW

Taking a portfolio-based view of our science and scientific products must be part of implementing the Strategic Plan

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## CHOOSE

Deliberately select our scientific causes, then curate them and direct our growth

## REVAMP

Review existing scientific governance and operational gaps and restructure as needed

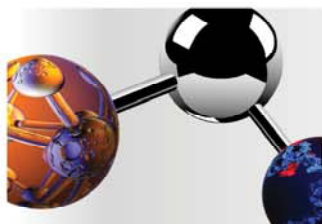
## TALK

Establish consistent messaging around our scientific focus areas and priorities, and train leaders to adhere to them

## FOCUS FORWARD

Establish a sustainable, long-term, volunteer succession and growth model based on comprehensive scientific and organizational goals

# A PORTFOLIO OF SCIENCE AND LEARNING



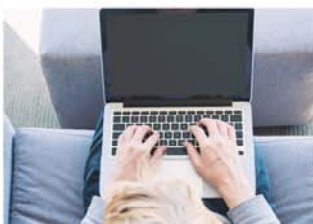
## SIGNATURE CONFERENCES

- NBC and PharmSci 360 become related but distinct "cousins"
- Broad, cutting-edge, fresh research that aligns with the largest segments of member interest
- Will contain digital component going forward for global on-demand delivery



## WORKSHOPS

- Focus on specific scientific areas
- May contain a mixture of research and other topics (regulatory, quality)
- Can contain evergreen content
- May develop into signature meeting tracks or signature meetings
- May be an incubator for new topic areas



## eLEARNING

- Deliberately scoped eLearning portfolio that matches our members' needs
- Feed portfolio evergreen content from various sources, including workshops and sponsor-underwritten custom seminars
- Manage content and delivery approach to remain up-to-date



## AAPS COMMUNITIES

- Enhance the use of AAPS Communities to develop, incubate, and continue scientific topics
- Link community dialogue and trends more directly to topic development
- Follow community trends for hot topics



## PUBLICATIONS

- Establish and maintain a link between our publication and journal trends and our other forms of communication
- Consider additional special publications on hot or emerging topics

# STRATEGIC PLANNING TASKFORCE

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AAPS gratefully acknowledges the work and dedication of each member serving on the Strategic Planning Taskforce. We sincerely thank you for your time and efforts.

## **CHAIR**

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# THANK YOU





# FOR MORE INFORMATION



AAPS members and leaders may contact [membership@aaps.org](mailto:membership@aaps.org) for more information about any aspect of the 2021-2026 Strategic Plan.

**NOT A MEMBER?**

Join now at [www.aaps.org/join](http://www.aaps.org/join) and be part of a community that is advancing the pharmaceutical sciences to improve global health.