

Building a World-Class Scientific Society

APS Aspirations

- Scientific Excellence
- Dynamic and Experimental
- Diverse & Inclusive
- Frictionless Engagement
- Global Impact
- Resonant & Relevant
- Highly Responsive

Desired Outcomes From This Strategic Plan

- Diversify revenue sources and increase operating efficiencies to achieve long-term sustainability.
- Deepen and expand engagement with stakeholders - members, authors, customers, and partners.
- Embed APS' commitment to diversity, equity and inclusion in every aspect of the organization.
- Enhance member value and preserve (and expand) existing positive member satisfaction.
- Align all areas of governance and staff operations around new strategic plan.

Vision

A global multidisciplinary community of scientists solving the major problems affecting life and health.

Mission

To advance scientific discovery, understand life, and improve health.

Key Performance Indicators

Reputation of Physiology and APS	Increased Value, Engagement and Satisfaction	Membership Growth	Organizational Sustainability
<ul style="list-style-type: none"> • Perception of physiology among the sciences • Perception of APS among collateral disciplines 	<ul style="list-style-type: none"> • Member satisfaction • Value to cost perception • Engagement score • Author satisfaction 	<ul style="list-style-type: none"> • Number of regular members • Number of international members • Member retention 	<ul style="list-style-type: none"> • Revenue diversification • Expense management • Staff satisfaction

Goals & Objectives

Goal	Objectives
<p>Scientific Excellence</p> <p>Advance and spotlight exceptional and high-impact physiological science, making excellence in science a key differentiator for the society.</p>	<ol style="list-style-type: none"> 1. Ensure high scientific standards are embedded in the overall content strategy of the society, with a particular emphasis on rigor and reproducibility and cross-disciplinary science. 2. Engage highly-respected scientists from around the world and showcase high-impact, basic and translational science. 3. Enhance the quality and reputation of the portfolio of APS journals to ensure continued success. 4. Ensure the success of FUNCTION as the apex research journal in the field that showcases exceptional physiological science. 5. Position the new APS annual meeting and other APS signature meetings as beacons of scientific excellence, and expand virtual programming to increase access. 6. Enhance support for undergraduate, graduate, and post-graduate physiology education.
<p>Elevating the Discipline</p> <p>Position physiology as a dynamic and essential field of study in advancing health and our understanding of life, focusing specifically within the academic, scientific and funding communities.</p>	<ol style="list-style-type: none"> 1. Develop outreach and communication efforts targeting key audiences to strengthen the perception of the discipline. 2. Expand our advocacy efforts by becoming a leading voice on more issues of concern to our members, positioning APS as a leader in bioscience advocacy. 3. Design the APS annual meeting to spotlight major physiology contributions to enhancing our understanding of life, health and disease.

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<p>Membership & Member Value</p> <p>Define and expand the value we offer for key APS stakeholders, while significantly growing our regular membership category.</p>	<ol style="list-style-type: none"> 1. Strengthen member value for all member demographics, with a particular emphasis on mid-career scientists, physiology educators, and international members, developing new resources and experiences and strengthening existing offerings. 2. Explore expanding our value proposition and outreach to nontraditional APS audiences. 3. Significantly increase regular membership over the next five years.
<p>Diversity, Equity & Inclusion</p> <p>Champion diversity, equity and inclusion within the APS member community and the discipline, creating an environment in which all individuals are encouraged to join, thrive and lead.</p>	<ol style="list-style-type: none"> 1. Establish and maintain diversity, equity and inclusion as a fundamental principle of APS. 2. Ensure our people, structures, processes, and culture are aligned with our commitment to DE&I. 3. Create a research-based comprehensive DE&I plan for the Society to measure and improve metrics associated with membership, volunteerism, leadership, staffing, and programming. 4. Create tools and resources to further diversity, equity and inclusion within the discipline, and build partnerships to advance DE&I within the broader scientific community.
<p>International Engagement</p> <p>Deepen and expand APS' impact outside the US, growing international membership, submissions and engagement.</p>	<ol style="list-style-type: none"> 1. Create strategic partnerships and increase collaboration with physiological societies based outside the U.S. 2. Reduce barriers to participation for international scientists and educators. 3. Increase international attendance at both face-to-face and virtual meetings. 4. Increase international representation in governance and on editorial boards. 5. Significantly enhance outreach to key international markets.

Goal	Objectives
<p>Financial Sustainability</p> <p>Develop a comprehensive approach to ensure the long-term financial viability of the organization, addressing severe disruptors within the business environment.</p>	<ol style="list-style-type: none"> 1. Diversify revenue by growing regular membership, author submissions, paid meeting attendance, and expanding product and service offerings, grants and other revenue producing efforts. 2. Respond to business disruptors, including changes in scientific publishing and meetings. 3. Improve operating efficiencies throughout the organization.
<p>Operational Excellence</p> <p>Develop the tools, structures, systems, culture and people necessary to consistently pursue innovation and excellence.</p>	<ol style="list-style-type: none"> 1. Promote a staff and member governance culture that drives innovation and world-class performance. 2. Align council, staff, committees, sections and publications to support and advance the overall mission and strategy of the organization. 3. Define and execute digital transformation to deliver on strategic priorities.

Cornerstone Initiatives

APS ANNUAL MEETING: PHYSIOLOGY 2023

Launch a world-class annual meeting for the global physiology community.

FUNCTION

Build the new APS apex research journal, positioning it to grow into the premier physiology journal in the world.

CENTER FOR PHYSIOLOGY EDUCATION

Develop a new home for undergraduate and post-graduate physiology educators, combining all current APS education activities and developing curricula guidelines and standards, resources, support networks and other offerings for this critical audience.