



## 2013 – 2016 STRATEGIC PLAN

Completed July 2013

Per the SCT Constitution, the Society for Clinical Trials is an educational, charitable, and scientific organization for the purpose of working internationally to advance human health through:

- Advocating use of clinical trials;
- Leading development and dissemination of optimal methods and practices in clinical trials;
- Educating and developing all clinical trial professionals.

SCT believes its mission is best advanced through the support, engagement, and professional advancement of its members. Therefore, in the coming years, SCT will maintain rigorous focus on enhancing and expanding the value of SCT membership in the following ways:

- Increase **educational opportunities** both within SCT and through partnerships with other organizations. Also, increase access to these opportunities through the use of technology
- Expand the Society's role in contributing to important **policy debates**, in which our collective expertise in clinical trials has high relevance.
- Sustain and continue to build a robust **membership** that represents varied disciplines and expertise within the science and practice of clinical trials.
- Provide networking opportunities to support the **professional development** of its multidisciplinary membership.

The tables below provides one-year tactics and three-year metrics for each of the objectives based on the key SCT resources of the Annual Meeting, the Journal, Technology, Volunteers, and other.

2013 – 2016 SCT Strategic Plan One Year Tactics & Success Metrics				
Annual Conference	Journal	Technology	Volunteers	Other
Educate volunteer leaders about the strategic objectives	Engage the new editor regarding the SCT's strategic direction	Acquire a mobile app for the SCT Conference	Schedule a Conference call with the leaders of the SCT Affinity Group Chairs to determine which groups are viable	Students will be invited to join SCT's Membership, Program and Education Committees
Include student member of Program Committee	Follow up with the Executive Committee to prioritize the content of the allocated pages and set the schedule for their use	Schedule a training session on new tech platforms for the SCT Board of Directors	Establish a schedule of calls with the remaining group chairs to explore best practices	Review the SCT Constitution and Bylaws to determine if a non-voting student member can be appointed to the BOD
Explore the addition of workshops to other days of the event beyond Sunday	Review the current contract and explore sharing referee and author databases	Identify and distinguish members and non-members participating in SCT's mobile platforms	Draft a template letter that can be used for volunteer recognition	
		Explore creating webinars of SCT education content	Charge the Publications Committee to develop a process whereby SCT could present a clear position on policy issues	

<i>Three year success metrics</i>					
Objective	Annual Conference	Journal	Technology	Volunteers	Other
Increase <b>educational opportunities</b> both within SCT and through partnerships with other organizations. Also, increase access to these opportunities through the use of technology.	Preconference Registration of 250 participants  Maintain or enhance member representation within each sub-specialty (e.g.,	Develop a new regular feature that increases educational content of the journal by focusing on trends in the field, with at least one such publication annually	Provide enhanced online education opportunities and promote use of them, increasing the utilization of such content by at least 20%.	Engage a sufficient number of volunteers to sustain SCT's educational activities	Offer an increased number of educational opportunities and engage more participants in SCT programs
Expand the Society's role in contributing to important <b>policy debates</b> , in which our collective expertise in clinical trials has high relevance	Host an annual debate session on a policy/advocacy issue*	Publish Public Policy/ Advocacy position/debate paper(s)*	Employ social media platforms to engage in discussions of advocacy issues	Create a process to develop consensus on advocacy/ policy issues and add SCT's voice to key debates	Organize a policy co-organize debate at a scientific society event*
*Success will be measured by the execution of either one debate or if one policy paper is created annually (e.g. a total of three activities, in any combination, by 2016).					
<b>Sustain and continue to build a robust membership</b> that represents of varied disciplines and expertise within the science and practice of clinical trials.	An increase in the percentage of SCT's membership participating in the Annual Conference	N/A	Increase conversion of non-members participating in social media platforms into SCT members	Active promotion of SCT within other professional societies and meetings through member initiative and cross- promotional exchanges	Engage students in the field and increase the number of SCT student members
Provide networking opportunities to support the <b>professional development</b> of its multidisciplinary membership.	Vibrant Affinity Groups representing diverse segments of SCT's membership engaged and participating in the Annual Conference  Provide student-specific content at the Annual Conference	Use the allocated pages of the Journal to promote SCT's strategic objectives and support professional development.	Offer learning opportunities to become more comfortable and engaged in social media and new technologies  Double the annual number of postings on SCT job-board	Recognize volunteer leaders (Board Members, Committee Chairs) for their service to SCT via a letter to their employers	Invite students to join SCT Committees and the BOD

2013 – 2016 Strategic Planning Committee

Colin Begg : Memorial Sloan-Kettering Cancer Center, New York, NY  
 Marc Buysse : Cluepoints, Cambridge, MA  
 Bob Byington: Wake Forest University School of Medicine, Winston-Salem, NC  
 Ivan Chan, Merck, North Wales, PA  
 Rick Chappell , University of Wisconsin, Dept of Biostatistics, Madison, WI  
 Bill Elgie, GOG Stat & Data Center, Roswell Park Cancer Institute, Buffalo, NY  
 Susan Halabi, Duke University , Durham, NC  
 Wendy McBee , The EMMES Corporation, Rockville, MD  
 Eleanor McFadden, Frontier Science Scotland, Ltd)  
 B.W. Mol, Academic Medical Centre , Netherlands  
 Wendy Parulekar, NCIC Clinical Trials Group, Kingston, Ontario, Canada  
 Daniel Sargent, Mayo Clinic, Rochester, MN