



Society For
Biomaterials
Giving life to a world of materials



Strategic Plan

Updated March, 2017

Strategic Plan

Purpose of this Presentation

Summarize/Review SFB Strategic Plan

Discuss Accomplishments/Needs

Illustrate Iteration of the Plan

Set and Communicate Priorities



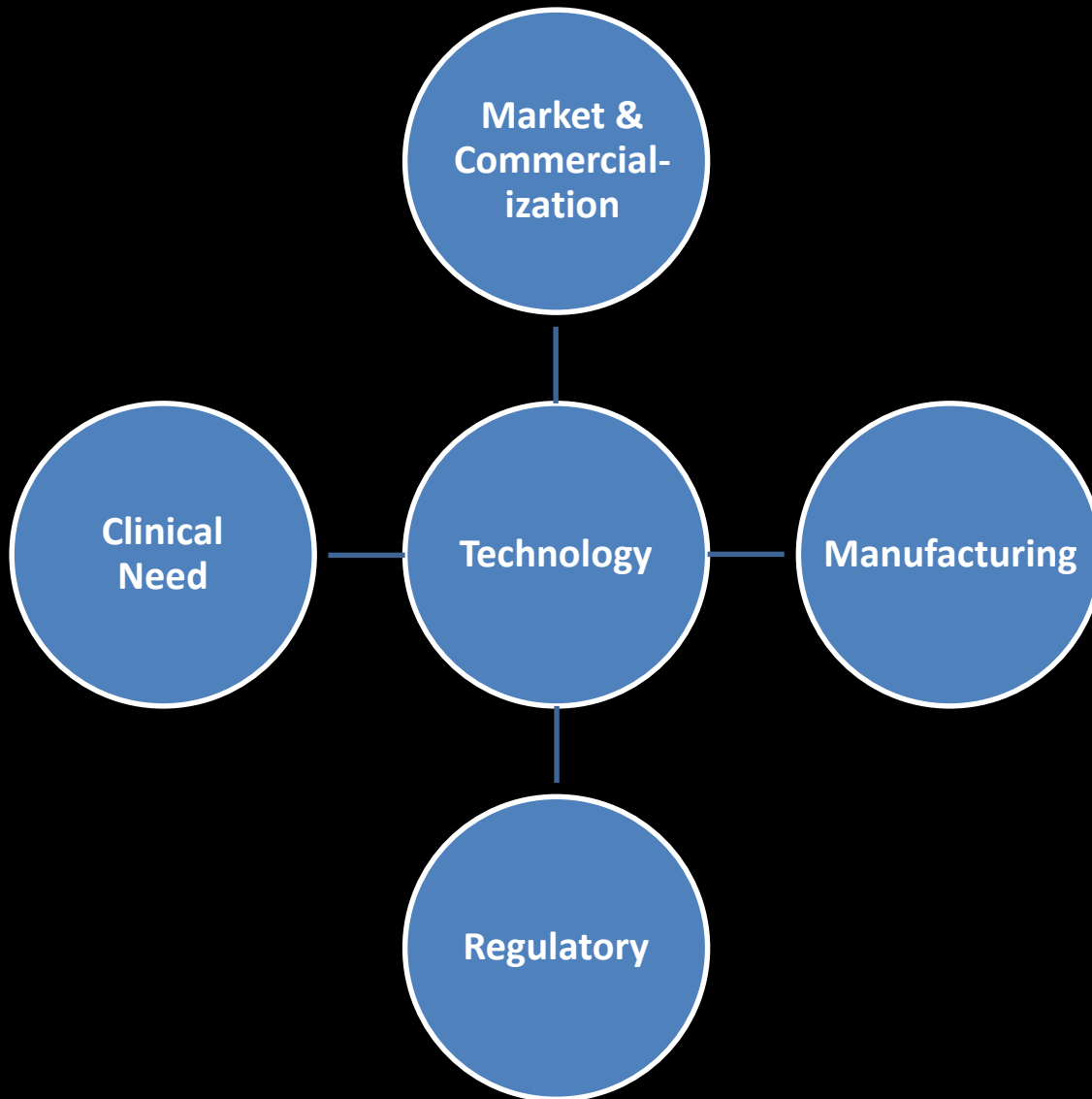
Mission:

The Society For Biomaterials is a multidisciplinary society of academic, healthcare, governmental and business professionals dedicated to promoting advancements in all aspects of biomaterial science, education and professional standards to enhance human health and quality of life.

Vision:

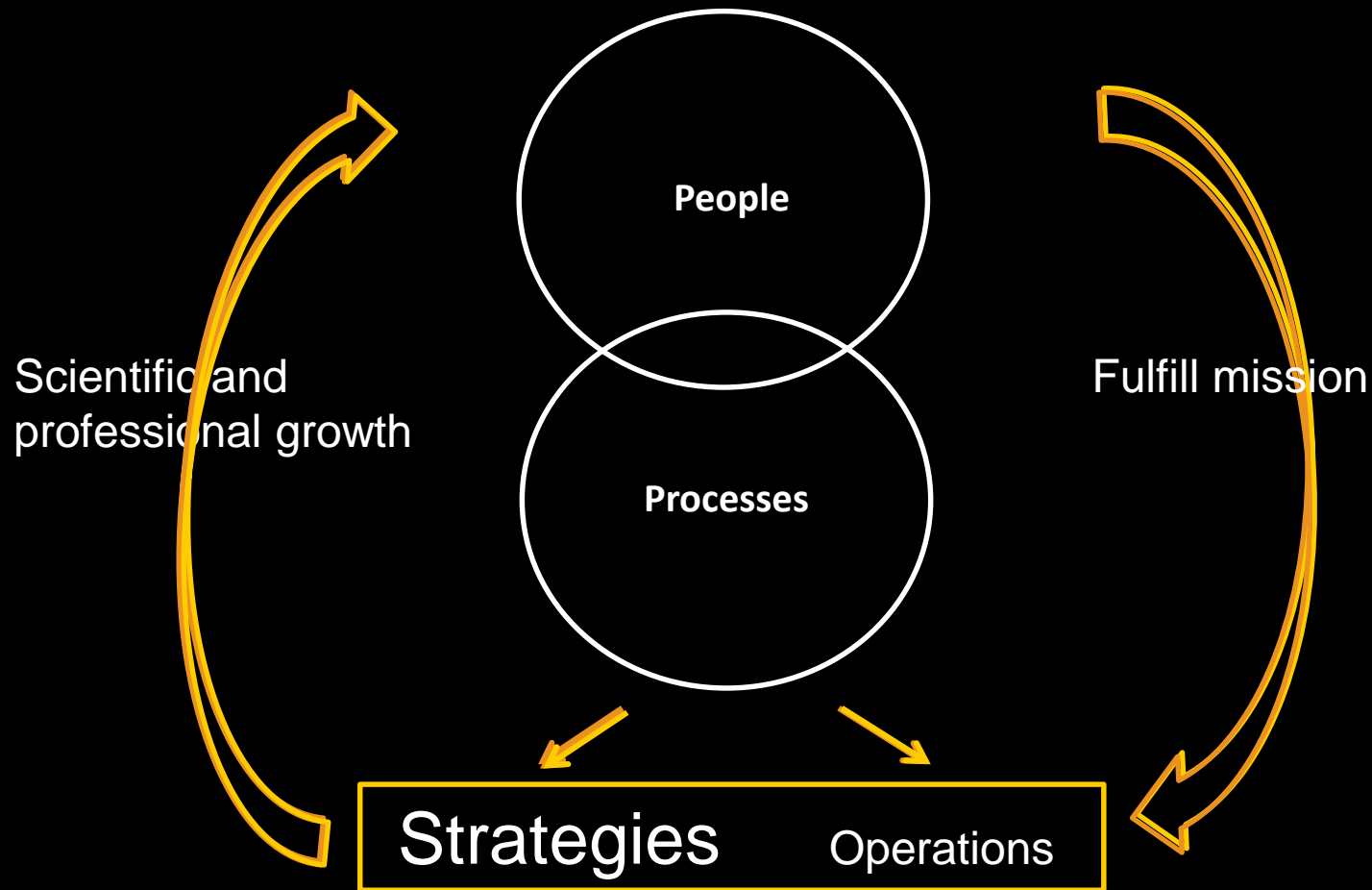
The Vision of the Society for Biomaterials is to serve as the world's preeminent interactive global community committed to advancing excellence in all aspects of biomaterial science, engineering and technology for promoting human health and well-being.

Translating Biomaterials Research into Practice to Enhance Human Health



- Biomaterials science and engineering is a distinct discipline
- SFB is uniquely positioned to facilitate a parallel approach toward translation and educating the next generation

Enabling SFB to Fulfill its Mission and Impact Human Health



GOALS / OBJECTIVES

Set by the Board of Directors, driving the mission.

STRATEGIES

Set by the Board of Directors, aligned with the mission to accomplish specific goals.

TACTICS

Determined as the most effective way to execute strategic direction. Typically NOT implemented by the Board of Directors but given to Committees, Taskforces, or staff.

METRICS

Deliverables and accountability measures to ensure tactics are being executed faithfully, and to provide data for analysis of the effectiveness of each strategy. Metrics are reported to, and analyzed by the Board of Directors.

GOALS / OBJECTIVES

From the April 2015 Long Range Planning Committee Report to Council

VISIBILITY / PUBLIC RELATIONS

MEMBERSHIP

MEETINGS

**EDUCATION & PROFESSIONAL
DEVELOPMENT**

GLOBALIZATION

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

SFB will raise visibility, impact and stature of society & membership on national/ international and regional/local levels for advancing biomaterials science/ engineering research and development, education, and professional development

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

SFB will increase value and quality of annual meetings and extend accessibility of annual meeting information beyond meeting dates and locations.

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

SFB will continue to develop and support diverse membership including clinical and industrial members as well as basic and applied science/engineering researchers and students and increase value to members

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

SFB will promote professional development, education and networking for scientists/researchers, clinicians, and industry and governmental agency personnel

STRATEGIES

TACTICS

Integrated into Current Committee Structure

Board focus: strategic issues, aligning committee activities w/ strategic plan

OBJECTIVES

RESOURCE ALLOCATION

MONITORING PROGRESS

Committees: plan development, execution, reporting

STRATEGIES

TACTICS

VISIBILITY / PR

Continue execution of sustained Public Relations Activities with Schneider & Associates

Maximize Website as a Resource for News and Information

PR Task Force (President, First Past President, President-Elect):

- Increase publicity of advancements in the field with SFB branding
- Increase publicity for Annual Meeting
- Mixed results, unclear cost/benefit
- Change to AH service
- Change from visibility to conversion

Web Editor (w/ staff, Member at Large)

- Devise a system for curating content, including feedback mechanism
- ↑ use of web for PR
- Develop formal reporting mechanism + metrics
- Better guidance for web editor

STRATEGIES

TACTICS

VISIBILITY / PR

Promote Biomaterials Days

Expand Role as Contributor of Program Content to Related Societies

GLOBALIZATION - Forge closer ties with sister Biomaterials societies: e.g. European, Chinese, South American Biomaterials Societies.

Membership Committee and Student Chapters

Liaison Committee: Explore opportunities for student and faculty exchange, invited speakers, resources, collaborations

Liaison Committee: Explore opportunities and financial feasibility of 2020 meeting in Hawaii in conjunction with the Japanese Society for Biomaterials

STRATEGIES

TACTICS

VISIBILITY / PR

STANDARDS - Streamline the transfer of SFB preeminent knowledge of biomaterials/interactions of cells and host response to biomaterials to standards writing activities – American Society of Testing and Materials (ASTM) or Int. Standards Org. (ISO)

Devices & Materials Committee: Develop recommendations for activities, plan of action and budget parameters for 2017 in advance of Fall Council Meeting

Program Committee: Include content on standards development for the 2017 Annual Meeting Program

Content in program, but need to energize committee
Add educational component

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- Core philosophy: make energy in field translate into energy in SFB
- Marketing 101 (tenure rule)
- Visibility strategy important, rethink tactics
 - PR task force, web editor; expand webinar task force into web + social media task force
 - Close loop - link individuals back to SFB
 - Promote SFB in addition to individual members
 - Redirect efforts to audience of potential members
 - Mine members' institutional websites vs. 3rd party
 - Play up scientific diversity, education/career development

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- Website should continue to evolve
 - Strategic plan on website!
 - Promo videos/value of membership
 - Mine institutional websites
 - TED talks
- Messages from president, program chair,... vs. AH
- Be sensitive to climate in DC/advocate for interests of members – **Board**
- Get pulse of world biomaterials community's feelings about SFB's response to climate in US – **Liaison committee**

STRATEGIES

TACTICS

MEETINGS

- Create Special / Novel Program Features and Formats
- Improve PR Around Awards
- Increase Sponsorship Revenue via Expanding Sponsorship Base and Contributions
- Program Committee: Increase plenary content at the 2017 Annual Meeting, and increase content with industry appeal
- √ but ↓ oral presentations, registration
- Direction from program committee while maximizing oral slots
- Awards Committee
- Staff: Utilize expanded contact list provided by AH Industry relations to expand outreach
- Board & Council: Examine personal connections for possible sponsorship outreach and provide contact information to staff
- Tasks fulfilled, but revenue down

STRATEGIES

TACTICS

MEETINGS

- Evolve to Provide Remote Streaming of Special Speakers/Program Sessions
- Young scientist pre-conference workshops – organized by young scientists through a new SIG supportive of new investigators/new industry hires
- “STANDARD METHODS” tracks – lectures that share know-how and are basis for medical product standards about biomaterial test methods. Provide a conduit for the information to get to ASTM and ISO.
- Staff, Program & Finance Committee: include options in 2017 budget
- Tabled - cost prohibitive
- Young Scientists Task Force: explore annual meeting programming
- v career development + social
- Devices & Materials Committee: Develop recommendations for activities, plan of action and budget parameters for 2017 in advance of Fall Council Meeting
- Program Committee: Include content on standards development for the 2017 Annual Meeting Program

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- **Core philosophy: scientific excellence, integrity and collaboration across disciplinary boundaries and sectors**
- Meeting PR strategy important, reorient from fulfilling tasks to achieving results that benefit society (↑ abstracts, attendance)
- Keep SIG focus, autonomy, but ↑ direction from program committee
 - Perspective on topic
 - More distinction between topics/sessions
- Program committee
 - Diverse
 - Chair – established and broad-based
 - Clinical co-chair?
- US vs. non-US attendance over time?

STRATEGIES

TACTICS

MEMBERSHIP

- Articulate the value proposition for membership
 - Rigorously define / reexamine the target market for membership
 - Recruit a diverse membership (TBD by above, but currently defined as: Researchers, industry, clinicians, regulatory personnel)
 - Develop and implement a comprehensive strategy for increasing membership (to include many of the tactics previously mentioned)
- Staff / Membership Committee to outline value proposition and communication methods by Fall 2016 Council meeting.
 - Staff / Membership Committee to identify key target audiences by Fall 2016 Council meeting.
 - Staff to develop plan for a comprehensive member recruitment campaign with messaging from #1 above, and directed to audiences identified in #2 above. Campaign to be executed at the end of 2016.

STRATEGIES

TACTICS

MEMBERSHIP

- Increase industry participation – standards activities are a draw – co-chair structure for annual meeting chair encourages this
- Increase dental clinician participation– they are often first to use many new biomaterials/regenerative strategies/imaging techniques
- Program Committee: Include standards activity and increase industry appeal of 2017 program
- Include dental clinicians as “key target” for outreach in proposed recruitment campaign

- **Strategies and tactics critically important**
- **Committee needs to be more engaged and staff should make membership a higher priority**
- **Bylaws interpretation**
- **Seasoned, committed people to populate committee**
- **More interaction w/ Board, AH to fulfill goals**

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- **Core philosophy to guide membership committee: correlation between member engagement and retention**
 - SFB provides structure to belong and do something
 - Career development, mentoring = means of ↑ (student) retention
 - Continuum: student – young scientist – established member
- Articulate value, target audience, membership strategy
 - Biomaterials science & engineering is a distinct discipline
 - Basic, applied, clinical, industrial and regulatory expertise required, and best practiced in parallel fashion
 - SFB uniquely suited to facilitate paradigm shift toward more parallel approach of translating biomaterials discoveries
 - SFB = body that educates next generation of membership

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- Re-energize membership committee
 - Bylaws interpretation
 - ID seasoned, committed people to populate committee
- Promotion video on benefits of membership – **membership committee + web editor**
- Creative membership packages, financial incentives – **membership committee, staff, finance committee**
 - Multi-year membership w/ discount
 - 1st time reduction
 - Group discount
 - Company membership
 - Member drive at Biomaterials Days
 - Revisit legalities of fee differential

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- 2017 membership increase due to ↑ student membership
 - Create environment to induce retention - mentoring, career development focus - **President, EP&D**
- Fact finding – **staff, membership committee**
 - If students aren't converting to active membership – due to leaving field or staying in field and not renewing?
 - US vs. non-US members, meeting attendees

STRATEGIES

TACTICS

EDUCATION & PROF. DEV.

- Engage in publication/dissemination of technical/scientific information
- Promote biomaterials careers/professional development
- Staff & Publications Committee to create a plan for organizing and classifying the SFB Body of Knowledge by Fall 2016 Council Meeting
- X – approach Wiley again
- ??? : Continue webinar program???
- Yes – define content, metrics
- Job Board opened
- Young Scientists Task Force: Explore mentoring, resume reviews, reverse job board, and other professional development activities
- √ increase activities

STRATEGIES

TACTICS

EDUCATION & PROF. DEV.

- Maximize website to become major web resource for biomaterials networking, information/resources, and collaboration
 - Promote biomaterials literacy/education
 - Define fundamental and unique skills of 'biomaterialist'
 - Encourage Student chapters to find local INDUSTRY hosts for Biomaterials Days events
 - ACN needs to do more in recruiting nominations for Student Awards
- **Web Editor: explore content, tools and programmatic options**
 - High priority, more guidance, develop formal reporting mechanism, metrics
 - Webinar task force → web task force
 - **"back-burnered"**
 - **"back-burnered"**
 - ↑ priority – key to branding
 - **"back-burnered"**
 - ↑ priority – engage D&M committee
 - **2017 Student Award Promotional Flyer sent to all BME department chairs for the 2nd year in a row**

STRATEGIES

TACTICS

EDUCATION & PROF. DEV.

- Young scientist SIG – a program for postdocs and new faculty and new industry hires (free SIG)
- Globalization activity– SFB/ESB as a conduit for international exchange activities
- Proposed “Test Methods/Standards” tracks will increase educational content of our meetings.
- Young Scientists Task Force
- Liaison Committee

STRATEGIES Updated 2017

VISIBILITY/PUBLIC RELATIONS

MEETINGS

MEMBERSHIP

EDUCATION & PROF. DEV.

- **Core philosophy: if we build it, they will come**
- Career development
 - SFB = body that educates the next generation
 - Strategy for membership, retention
 - Fundamental + unique skills of a biomaterialist = key to branding
- Web/Webinars – **President, EP&D/YSTF, web/social media task force**
 - Grant writing/grant review, mock study section
 - Job searching
 - How to target a post-doc
 - Database of companies
- Career fair – **EP&D/YS, program committee, Biomaterials Days**
- Mentor program – **President, EP&D/YS**
 - Post-docs too!
 - IDPs
 - Grant reviews
 - Leadership training

METRICS

Each of the plans to be outlined herein must include metrics that will be reported to the Board on a regular basis.

Current Committee Structure

1. Audit Committee
2. Awards, Ceremonies and Nominations Committee
3. Bylaws Committee
4. Devices and Materials Committee
5. Education and Professional Development Committee
6. Finance Committee
7. Liaison Committee
8. Membership Committee
9. Program Committee
10. Publications Committee
11. President's Advisory Committee

Task Forces:

- Young Scientists
- Social Media /
Webinars /
Website

Charges to Committees

Consistent with the Strategies and Tactics in the strategic plan,
and in keeping with their responsibilities under existing
policies and procedures.

Interaction

Meet w/ committee chairs at meeting

**Populate committees – chairs in concert w/
President, AH**

Orientation – Spring webinar

Biweekly EC conference calls

**Committee calls – launch, then as needed
to fulfill goals**

Summer Council meeting

Fall - contract

Continuity

Discussion Items for Council

Avoid 1-off members of board, council, committees

Member at large I, II, III, defined roles – membership, program...

Continuity on committees; increase length of appointments

Utilize past presidents, corporate memory

Past secretary-treasurer meeting