Pharmaceutical & Health Technology Division
Strategic Plan 2002 - 2005

Mission Statement:
- to serve as a community of practice for all information professionals involved in the provision and management of information to the pharmaceutical and health technology industries.

- to support and assist our members in their development of pertinent and applicable professional skills.

- to communicate and promote the role of the information professional and its value to the healthcare industry at large.

Vision: To be a leading knowledge-sharing network, and professional development and continuous learning resource for information professionals with an interest in pharmaceutical and health technology.

Strategies and Tactics:
The Strategic Plan of the Division is intended not only to support SLA's mission, vision, and values, but also to provide a visionary framework to support and enable Division officers and members in effective decision-making and in preparing for the future.

Priorities:
The priorities outlined are based on membership input via formal telephone interviews (select US and Canadian members) and mail surveys conducted through 2000-2002, Division Board discussions, and strategic priorities for SLA, as outlined in the Association's June 2000 Strategic Plan. These priorities will be reviewed and adjusted at least every three years based on formal and informal input from the Division's membership.

Guarantee the future:

Membership Development, Retention and Services

Goal 1: Keep membership informed and in touch with one another.
Objectives/Tactics:
    1.1 Improve Division Bulletin, "*CapLits*"
        1.1.1   Consider renaming publication to better reflect the target audience.
        1.1.2   Provide electronic distribution via PHT discussion list and PHT web site.
        1.1.3   Explore options for limiting paper distribution to only those whom request this format.
        1.1.4   Increase value and quality of content of Bulletin.
            1.1.4.1 Include substantive articles.

           1.1.4.2 Publish thematic issues.

           1.1.4.3 Create regular columns and secure commitment for column editors.

1.2 Update and issue Membership directory annually.

    1.2.1   Define responsible persons.

    1.2.2   Secure funding via sponsorship.

1.3 Use PHT Discussion list and web site as the primary electronic vehicles.

    1.3.1   Promote use of PHT discussion list and PHT web site through brochures and newsletters.

    1.3.2   Increase/improve quality of content, and use, of PHT discussion list and PHT web site.

    1.3.3   Continue to post PHT meeting abstracts, reviews and presentations.

    1.3.4   Provide links on web site to free e-journals, reference materials, and relevant readings.

    1.3.5   Explore creating a members' only section (for highly value content) on the PHT web site; determine what existing information should be moved to this area.

1.4 Use new technologies in addition to traditional methods to improve member communications.

1.5 Help members get to know each other.

    1.5.1   Institute buddy system for new members or first time attendees (Spring & Annual meetings).

    1.5.2   Continue "Welcome New Members" column in Bulletin; Profile New Members.

    1.5.3   Utilize Bulletin and web site to introduce members and their libraries, emphasizing innovations and areas of expertise.

1.6 Foster annual, regional and local in-person networking opportunities.

    1.6.1 Determine rotation scheduling and location of annual Spring meeting.

    1.6.2 Explore opportunities to offer other meetings and/or co-sponsor at the chapter level.

Accomplishments:
To be reported to the membership each year via PHT web site and committee reports at the annual business meeting.

Goal 2: Increase membership, member involvement and services to membership.
Objectives/Tactics:

2.1 Increase recruitment activities.

    2.1.1 Recruit and sponsor student members.

        2.1.1.1 Offer discounts for Spring meeting to students.

        2.1.1.2 Offer waivers on Spring meeting registration to students who take on meeting responsibilities.

        2.1.1.3 Promote Division stipend award.

        2.1.1.4 Continue to develop student relations programs and promote programs that foster interaction between students and members.

        2.1.1.5 Maintain regular contact with library schools and SLA student chapters.

    2.1.2 Seek to actively recruit new members, and to incorporate new members, and non-active members; develop strategies for retention of members over time.

        2.1.2.1 Link with related SLA Divisions to expand membership.

        2.1.2.2 Target non-SLA members to join SLA and Division.

            2.1.2.2.1 Send sample issues of e-Bulletin.

            2.1.2.2.2 Invite to PHT Spring Meeting or other events.

            2.1.2.2.3 Plan formal membership drive to encourage non-members to join by using free membership drawing or other tactics.

2.1.2.2.4 Identify new hires to pharmaceutical and health technology information positions to recruit.
2.1.3 Emphasize benefits of membership.
    2.1.3.1 Update membership brochure as required.
    2.1.3.2 Feature benefits on web site and in Bulletin and in welcome message to new discussion list members.
    2.1.3.3 Add section on web site to highlight benefits of membership and benefits of leadership opportunities.
2.1.4   Focus on attracting and retaining a diverse membership.
    2.1.4.1 Small company and biotech and/or device members (not just big pharma).
    2.1.4.2 International members.
    2.1.4.3 Senior managers/thought leaders.
    2.1.4.4 Non-traditional roles.

2.2 Develop a mentoring program for new and existing members and student members and team with long-term members.
    2.2.1 Form a committee to facilitate mentoring activities.

2.3 Provide an effective organizational structure with mechanisms through which the Division goals may be accomplished.
    2.3.1 Continue to perform periodic assessments, regular surveys and solicit informal feedback to stay abreast of changing member needs, determine satisfaction levels and priorities, and solicit new ideas.
        2.3.1.1 Develop easy to complete survey form on the web site.
        2.3.1.2 Continue to explore why information professionals join other organizations such as DIA PHIM, MLA, SCIP, etc. over SLA.
    2.3.2   Facilitate increase participation by members to Board positions and in program presentations.
        2.3.2.1 Re-examine and revise Division Board structure/positions.
        2.3.2.2 Provide members opportunities to contribute to specific tasks (other than officer or chair positions).
        2.3.2.3 Follow-up and utilize on all offers to volunteer.
            2.3.2.3.1   Include volunteer form in Bulletin yearly and on web site.
        2.3.2.4 Contact members at random and ask to perform tasks.
        2.3.2.5 Utilize mentoring and buddy programs to encourage participation.
        2.3.2.6 Develop a means to recognize Board members for their contributions (other than through current Division award or through revision of current awards program).
    2.3.3   Review and update Divisions' mission, goals and objectives for continued alignment with member needs and current trends.
    2.3.4   Benchmark with other successful Divisions.
    2.3.5   Seek to maintain a healthy financial position and sound fiscal control over Division finances.

Accomplishments:
To be reported to the membership each year via PHT web site and committee reports at the annual business meeting.

Partnerships
Goal 3: Develop partnerships and stronger relations with other relevant organizations and vendors
Objectives/Tactics:
    3.1 Collaborate with other SLA units to develop and/or jointly promote education programs, conferences, and networking opportunities.

3.2 Explore opportunities with other relevant organizations such as ARMA, DIA PHIM, SCIP, etc.

3.3 Promote inter-organizational communication through regular communication from representatives from DIA PHIM, MLA Drug and Corporate Library Sections, etc.

3.4 Work with and influence vendors through strengthened relationships.

    3.4.1 Continue to represent the interest of the library/user community.

    3.4.2 Seek opportunities to secure vendor funding/sponsorships for education and networking programs, providing them access to a focused-clientele.

    3.4.3 Maintain active efforts to seek and retain sponsors for Bulletin and membership directory.

    3.4.4 Keep members apprised of, and actively involve members in, decisions affecting the future of publishing, vendor products, and help them voice their needs to the marketplace.

    3.4.5 Provide more opportunities for information professionals and vendors to communicate with and learn from each othe.r

        3.4.5.1 Hold sessions at Annual and Spring meetings and utilize Discussion List to discuss pricing, consortial agreements and vendor relations programs, joint advisory boards.

Accomplishments:

To be reported to the membership each year via PHT web site and committee reports at the annual business meeting. Accomplishments should also be communicated via *CapLits.*

Strategic Learning and Development

Professional Development

Goal 4: Further develop knowledge and expertise of members.

Objectives/Tactics:

4.1 Produce high quality, leading edge education programs, including offering the Spring meeting annually and offering sessions at the Annual Conference.

    4.1.1 Anticipate and communicate trends in technology and information management via programming.

    4.1.2 Offer specific programs to allow members to share best practices/lessons learned.

    4.1.3 Offer continuing education programs to advance skills identified as critical to pharmaceutical and health technology information professionals.

    4.1.4 Provide programs relevant to the interest and job responsibilities of members.

    4.1.5 Offer continuous learning and professional development opportunities to members of all levels of knowledge and experience (including managers and senior management).

    4.1.6 Recognize and offer programs to support a diverse membership with various sub-subject focuses (biotech, diagnostics, devices, clinical research, etc.).

    4.1.7 Continue to provide strong discipline-focused and practical programs and courses.

    4.1.8 Plan conference and meeting programming which de-emphasize traditional library roles.

    4.1.9 Institute a "new to the industry" training course.

    4.1.10 Include program speakers from outside the profession, and/or from other industries.

    4.1.11 Provide programming sessions that are strategic and forward-thinking.

4.2 Encourage student and member's participation on committees to help them develop new skills and explore leadership opportunities.

Goal 5: Strive to develop virtual programs that enable participation of all members regardless of location.

Objectives/Tactics:
> 5.1 Post meeting program content, meeting summary reports, and excerpts on web site.
> 5.2 Explore the feasibility of chat rooms or virtual discussions or electronic roundtables.
> 5.3 Investigate distance-learning opportunities.

Accomplishments:
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Promoting our Value through Marketing & Public Relations

Developing Professionals for the 21st Century

Goal 6: Take the lead in developing standards to enable information professionals in pharmaceutical and health care settings to better define their roles.
Objectives/Tactics:
    6.1 Develop generic job descriptions clearly indicating the skills needed at each stage of the career ladder.
    6.2 Provide a means to collect and disseminate benchmarking data relative to industry – specific salaries, personnel and budgets.
    6.3 Establish and update professional competencies.
    6.4 Provide service to SLA and the profession by contributing leadership, vision and strategic thinking.
    6.5 Critically evaluate information resources/products and use collective voice of the Division to influence to obtain product enhancements, etc.

Goal 7: Enhance our image by promoting the value of information professionals and their services, both within and outside our respective organizations.
Objectives/Tactics:
    7.1 Actively seek opportunities to increase visibility with other local, regional, and national organizations through networking and formal contacts.
        7.1.1 Recognize those who succeed in this regard by detailing their success in PH&T publications.
        7.1.2 Establish an annual reward to recognize the most significant achievement in this regard.
    7.2. Offer consultation services to help companies and other organizations establish information services.
    7.3. Promote volunteerism on behalf of the professional and SLA.
    7.4. Encourage members to share techniques in enhancing services and establishing value to their organizations.
        7.4.1 Establish an annual reward to recognize the most significant achievement in this regard.
    7.5. Help members develop their skills in marketing their services and in creating a greater awareness of the value of the information professional's role in their organization.
    7.6 Increase visibility of the Division within and outside of SLA via press coverage, participation in job fairs, etc.

Accomplishments:
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