



The National Society for Histotechnology

Strategic Plan
2007

The National Society for Histotechnology

Vision

Inspiring, innovative professional development.

Values

Respect, integrity, accountability, professionalism commitment, communication, responsibility and service will direct our relationship with members and related professionals.

Mission

The National Society for Histotechnology is a non-profit organization, committed to the advancement of Histotechnology, its practitioners, and the quality standards of practice through leadership, education and advocacy.



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Summary:

The NSH Board of Directors is committed to working together with the NSH staff and members on the goals outlined in the strategic plan. For each strategic goal a number of areas have been identified in which key initiatives will developed and tracked. As the plan is implemented over the year, the initiatives will be expanded and more detailed activities will be completed. A continuous review of each process through established tracking systems will report on the overall effectiveness of each goal and will guide the BOD in making changes.

The NSH Board of Directors is committed to being accountable for the resources entrusted to us. We are here to serve at the direction of the NSH members, to ensure a strong and sustainable future for the National Society for Histotechnology.



Overview:

The National Society for Histotechnology (NSH) is a non profit society which is operated under the guidance of a Board of Directors composed of dedicated volunteers and a small group of employed staff, all working to provide quality services to Histotechnologists and other related healthcare professionals working in the field of Histotechnology. The society membership is divided into nine (9) regions located within the United States and Canada; however there is increasing membership from international technologists. The professionalism and commitment of the society's Board of Directors, staff and members is reflected in the NSH mission statement:

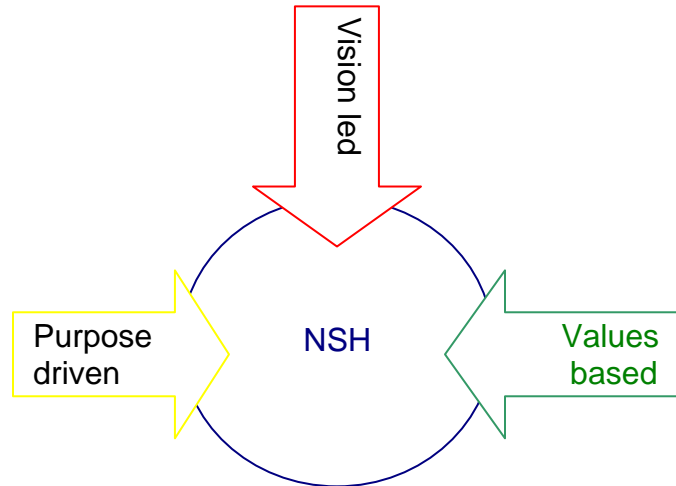
The National Society for Histotechnology is a non-profit organization, committed to the advancement of Histotechnology, its practitioners, and the quality standards of practice through leadership, education and advocacy.

In 2006 the Board of Directors developed the vision statement for the society – *Inspiring Innovative Professional Development*. This simple statement will now define the day to day operation of the society and will be an integral part of the society's long term planning.

The NSH staff and Board of Directors through its commitment to; develop, implement and continuously refine a strategic plan, will provide a strong leadership platform that will conform to the NSH values and guide the society to a stronger future, benefiting the members we serve.

The NSH Board of Directors and employees through respect, integrity and accountability will work to improve and maintain the professionalism of the members we represent. This continued commitment will involve communication with, responsibility to and service to the members and all the stakeholders associated with the society.

Introduction:



The strategic plan process was started in 2006 to identify the vision and values of the society required to support the placement of NSH as an educational leader and advocate within the field of healthcare. This strategic plan is a high level review of the current position of the NSH and the proposed plans required to strength the NSH membership and ensure long term sustainability. The plan will act as a guide for the society's leadership in development of a detailed operating plan and assist in the setting of priorities when allocating professional and financial resources.

The NSH plan has been developed with assistance from Histotechnology professionals actively working within the field, therefore information gathered accurately reflects the wide spectrum members working in all aspects of Pathology. Common goals were identified and will be developed following the NSH vision and values.

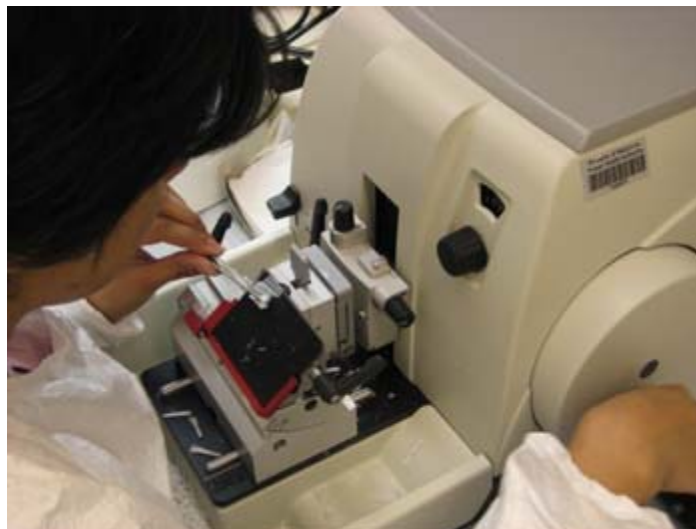
The NSH primary commitment will remain providing education to current members, the focus of how the educational services are provided will be developed to ensure that NSH is continuing to be an educational leader.

A broader objective of NSH will be to continue to be the voice of those in the Histotechnology field by advocating on issues that pertain to the field, communicating actively to increase the profession's value, and increase awareness of the profession both within the health care community and to the general public. To enable the NSH to meet this objective the society must also focus efforts on increasing membership to secure a strong financial base but also development of new members to continue forward with the NSH vision.

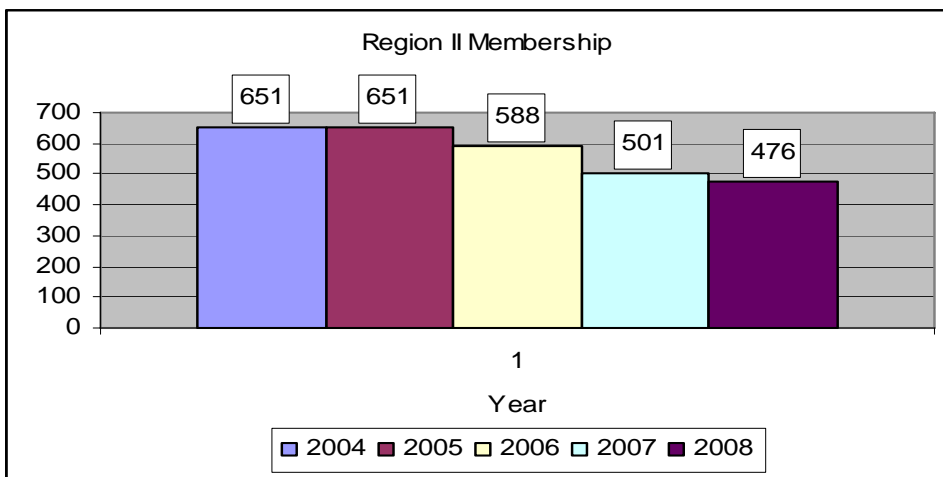
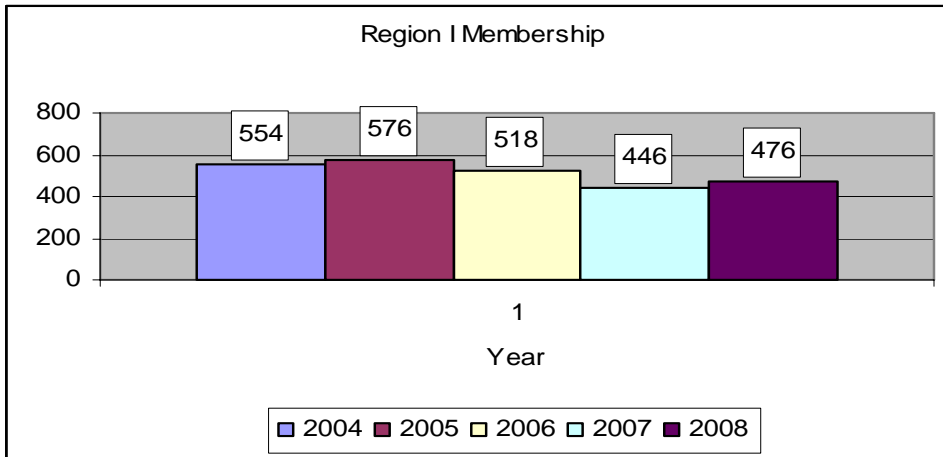
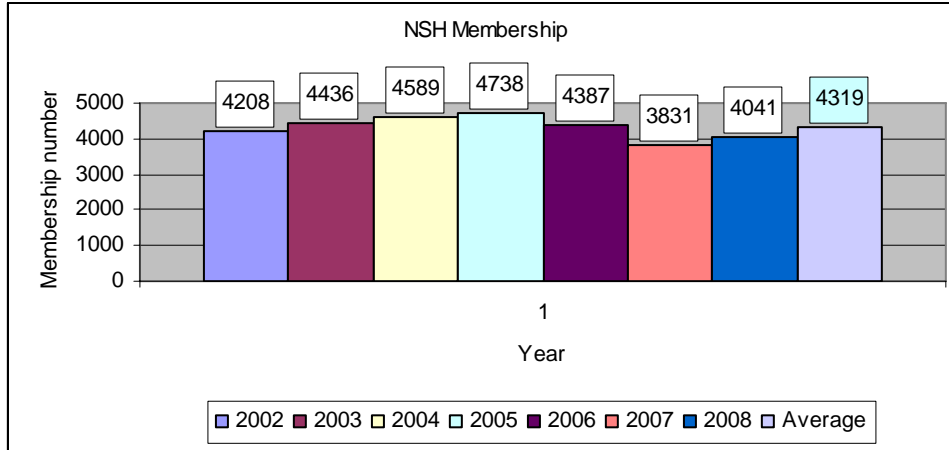
The strategic plan is a long term commitment for the current and future leadership and is designed to ensure that NSH is able to enhance its efforts on behalf of its members and meet emerging challenges. The plan provides a call for action to ensure that NSH remain the leader in professional development and a resource for both current and prospective candidates in the Histotechnology profession.

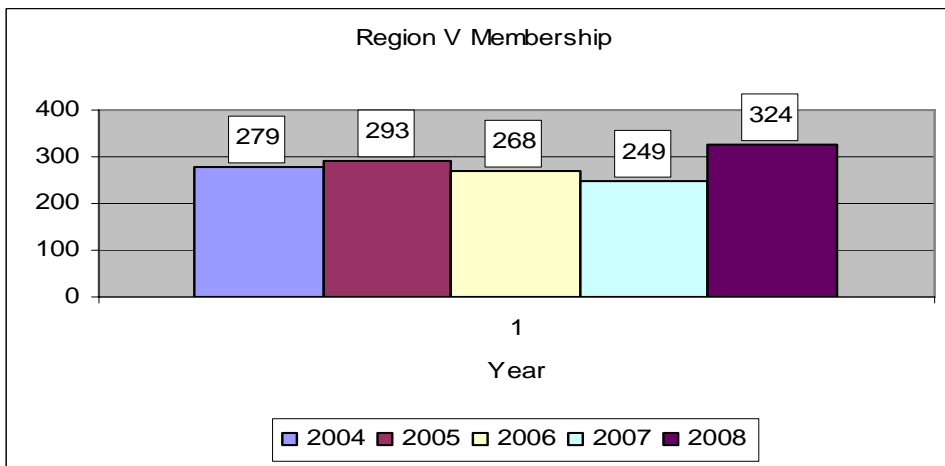
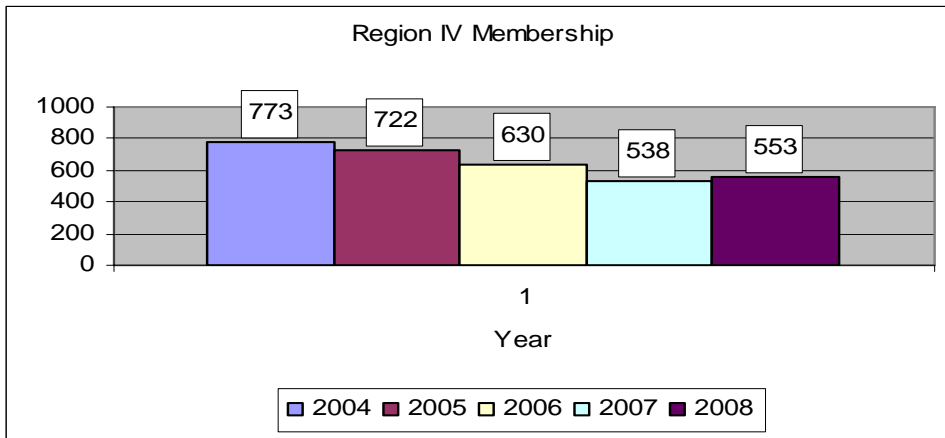
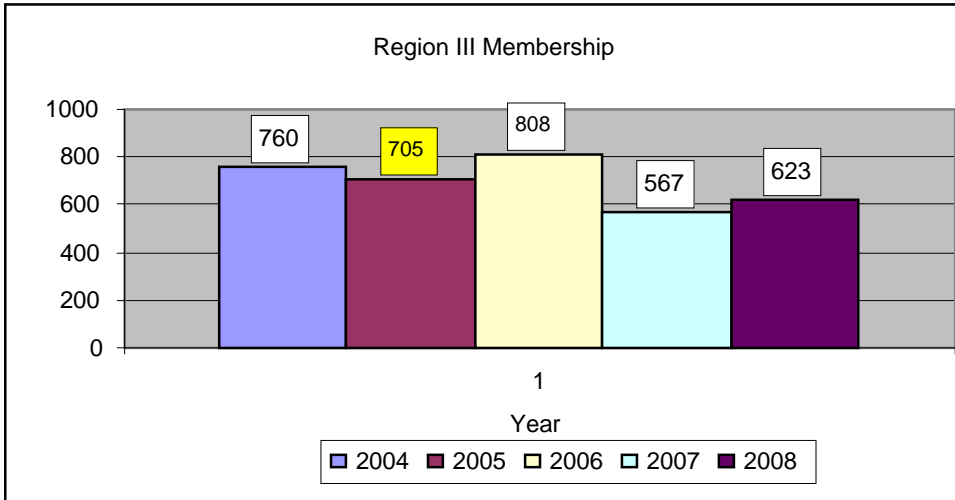
NSH Commitment:

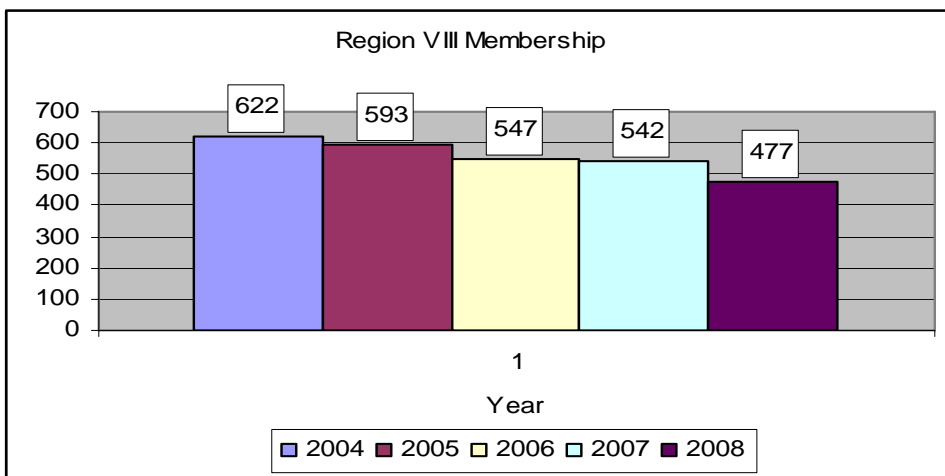
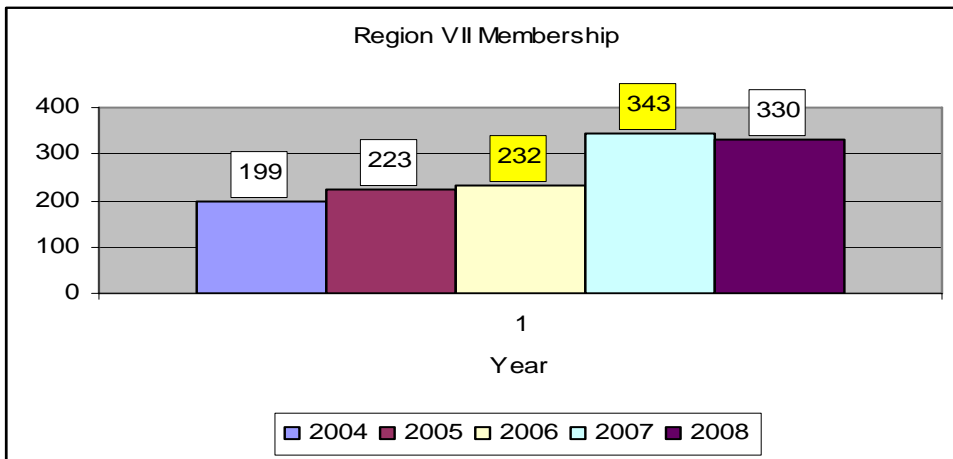
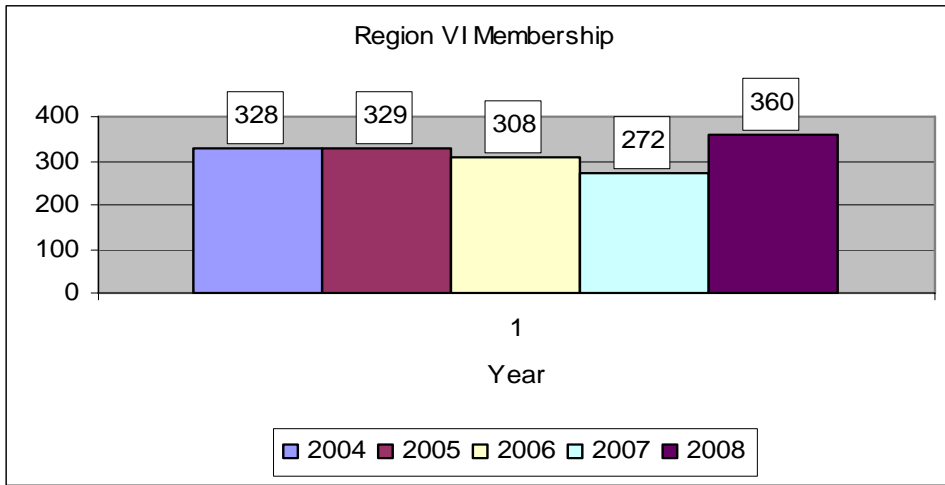
- Continue to be a society that values the individual and collective contribution
- Continue to recognize the need to change and be innovative
- Develop relationships with other health care professional associations
- Continue to advocate on behalf of the Histotechnology profession
- Continue to provide high quality education services to members and non members
- Continue to have a direct and transparent line of communication with members
- To be financial responsible to our membership
- Develop and sustain a strong membership base

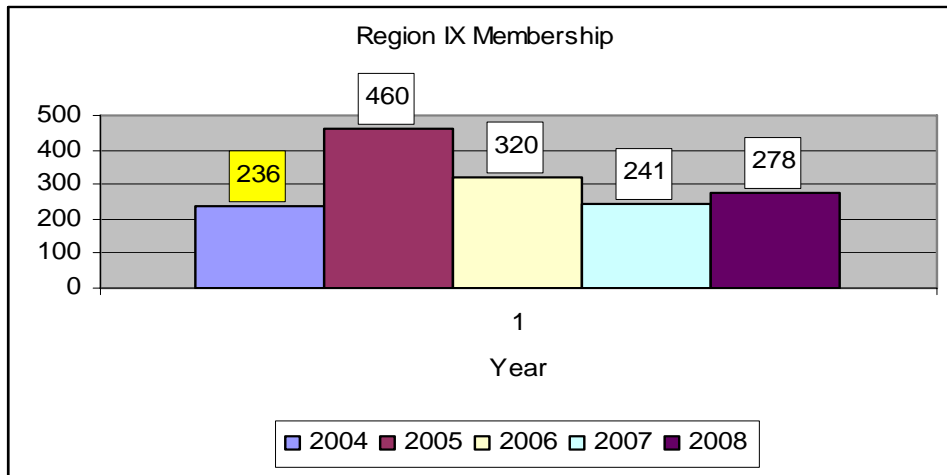


Membership:









Dates for S/C meetings

Year	City	Region	S/C attendance
2002	Long Beach CA	VIII	1203
2003	Louisville KY	IV	1187
2004	Toronto Canada	IX	1395
2005	Fort Lauderdale FL	III	1441
2006	Phoenix AZ	VII	1486
2007	Denver Colorado	VII	1589

Note: Year SC held in region is indicated by yellow membership number.

Plan Outline:

Review of the thirty year history of the NSH has provided two very clear facts about the NSH. The first being that through out life of the society the quality and amount of educational services provided by NSH has consistently improved. Lectures, workshops and teleconferences have been developed and presented on leading edge technologies; classes are well attended and receive positive reviews. The second fact is that after twenty five years of continued growth, over the last five years the membership enrollment remains constant. A balance is being maintained between members not renewing their membership and an increase in new memberships just before the annual symposium convention. In addition there is trend which indicates a region's membership increases in the year following the symposium convention being held in the region. The membership then slowly drifts back to the average.

The challenge of the Board of Directors is to investigate why although the quality of the society's educational offerings has improved; the membership has not increased proportionally to the increase in Histotechnologists in the field. Is the NSH really providing the service required by Histotechnologists? Is the NSH providing services in the correct format? Why are members not retaining their membership?

As provision of health care changes the general public is becoming more informed about their own treatment and care. This provides a unique opportunity for Histologists to turn our education training skills towards providing both allied health care professionals and the general public information about our profession. Development of a higher profile will assist in aligning recognition of our profession with medical laboratory technologists and nursing.

The NSH has a strong tradition of functioning with a large group of dedicated volunteers work along side a small group of paid employees. In recent years the NSH has faced many challenges with changing staff and relocation of the office. These challenges have highlighted the need for a continual review of the support staff, space allocation and the technologies required to provide support to both the Board of directors and the members.

Through out the strategic plan review the Board of Directors has recognized that with change comes risk. To minimize risk our focus will be on the key issues that directly relate to our strategic goals and which have the most potential for gain and the greatest alignment with our vision for the future.

Strategic Goals:

Strategic Goal I – Establish a membership development program that retains current members and encourages new membership.

Strategy	Initiative
Retention of members	<ul style="list-style-type: none"> ➤ Conduct membership survey to collect accurate data that identifies current membership needs. ➤ Develop programs that will provide services in a format(s) identified by members.
Attract new members	<ul style="list-style-type: none"> ➤ Identify potential members and stakeholders. ➤ Consult with targets members to identify what would be the value of being a NSH member. ➤ Develop programs and services that meet the identified needs.
Develop active participation of members	<ul style="list-style-type: none"> ➤ Review and update appointed positions job descriptions within the NSH to provide clear outline of requirements. ➤ Establish mentorship within NSH, develop support programs for appointees and elected members. ➤ Identify potential changes to nomination and election process.

Strategic Goal II – Build upon the current NSH programs and add new programs to increase the Society’s appeal to a wider group of Histotechnologists and other healthcare professionals.

Strategy	Initiative
Marketing of NSH to Histotechnologists and other health care professionals	<ul style="list-style-type: none"> ➤ Identify opportunities for strategic alliances/shared service partnerships, which will raise the public profile of the NSH. ➤ Identify more effective ways of promoting the NSH with the government and other health care professions.
NSH leadership image	<ul style="list-style-type: none"> ➤ Develop innovative methods of communicating with the membership to highlight the ongoing work of the BOD, appointees and the office staff. ➤ Create and encourage a culture that promotes direct communication between all levels of the society.
Cultural diversity of the membership	<ul style="list-style-type: none"> ➤ Investigate the potential to provide current services in alternate formats or languages.

Strategic Goal III – Increase public awareness of Histotechnology by the general public, governmental organizations, and other healthcare professionals.

Strategy	Initiative
General public	<ul style="list-style-type: none"> ➤ Explore the possibility of partnering with an existing website to provide the public with general information on pathology examination and the role of the Histotechnologist.
Government	<ul style="list-style-type: none"> ➤ Expand the NSH involvement with already existing relationships such as HPN, CAP, ASCP, NAACLS and CLSI.
Science communities	<ul style="list-style-type: none"> ➤ Develop associations with other biomedical societies with the goal of raising the NSH profile and membership target audience. ➤ Investigate the potential of expanding NSH sponsored career days to a local level.
Health care communities	<ul style="list-style-type: none"> ➤ Continue to associate with CAP on HistoQIP and investigate the potential to expand the program. ➤ Investigate and develop partnerships to expand financially viable projects that promote the NSH.

Strategic Goal IV – Establish a stable staff in the office.

Strategy	Initiative
Retention of staff	<ul style="list-style-type: none"> ➤ Design and implement an annual staffing review process. ➤ Establish and annual review of fiscal requirements for staffing.
Resources and technology	<ul style="list-style-type: none"> ➤ Establish a comprehensive process for the review of and recommendations for development of the current technology software and hardware infrastructure. ➤ Identify and develop a financial plan to expand the current web page to add more user benefit features. ➤ Establish a program that identifies all capital equipment, software or services and a proposed replacement schedule with associated costs.
Decision process	<ul style="list-style-type: none"> ➤ Promote a healthy work environment that recognizes the value of both volunteers and staff. ➤ Encourage a synergistic working relationship between the BOD and staff. ➤ Define processes to allow decisions to be fast tracked and completed between BOD meetings. ➤ Develop a process to allow business decisions to be completed using electronic methods.

Implementation:

The NSH BOD will identify an order in which the strategic goals will be addressed. A task force will be selected for each identified task and time line established for investigation, evaluation, review and implementation. Each phase will be documented and progress will be reported to the BOD. The NSH membership will be updated through articles published in NSH in action or posted on the web site.