



International Society for Magnetic Resonance in Medicine Strategic Plan 2012-2015

Vision Statement

The ISMRM will remain the leading authority for magnetic resonance in medicine.

Mission Statement

ISMRM is the foremost international and interdisciplinary community providing education and promoting discovery, innovation and clinical translation in the field of magnetic resonance.

Objective I – DELIVER MEMBER VALUE

Continue to develop and provide valuable, discipline- and region-specific offerings for our diverse membership.

Tactic 1: Actively seek member feedback on their professional needs, analyze and respond accordingly; regularly evaluate and review all existing member benefits and offerings to ensure member relevancy.

Tactic 2: Create an awareness campaign to more effectively communicate relevant membership offerings and benefits to each member segment in a targeted way.

Tactic 3: Pursue and deliver joint programming and educational opportunities with other societies relevant to our community.

- Pursue the development of ISMRM driven educational content as an offer to other MR societies.
- Develop educational guidelines to support local activity.
- Further develop educational content at the Annual Meeting that enhances the value of ISMRM for our diverse membership.

Tactic 4: Develop and deliver ISMRM branded educational programming through face-to-face and virtual channels.

Tactic 5: Continue to innovate the structure of the Annual Meeting by further developing clearly defined/vertical tracks that attract our diverse member base.

Tactic 6: Develop educational content to meet the certification needs of the membership.

Objective II – FOSTER COMMUNITY

Continue to provide relevant opportunities for members to build relationships and share knowledge within the global MR community.

Tactic 1: Provide meaningful community building opportunities for members through face-to-face and virtual channels.

Tactic 2: Provide effective forums to better connect researchers, clinicians and industry.

- Develop an online strategy to better connect members internationally.

Tactic 3: Establish collaborative relationships with related societies with the objective of better meeting the diverse accreditation needs of the international MR community.

Objective III – REPRESENT MAGNETIC RESONANCE GLOBALLY

Initiate global programs, policies and outreach that demonstrate and substantiate ISMRM leadership and expertise in magnetic resonance.

Tactic 1: Establish a new comprehensive external communication program that includes positioning ISMRM as the leading source of information regarding MR.

Tactic 2: Initiate a strategic review and long range plan of ISMRM branded publications. Ensure that these assets evolve as primary benefits to members and as the leading resource on the issues associated with the ISMRM mission.

Tactic 3: Engage ISMRM as a leader in proactively addressing key issues on international regulation and safety.

Tactic 4: Continue to encourage development of ISMRM Chapters, facilitating closer collaboration between Chapters and the ISMRM in delivery of educational and scientific research, as well as encouraging participation of Chapter members in the ISMRM.

Tactic 5: Expand and deliver relevant MR education to parts of the world where MR research is emerging.

Objective IV – MANAGE RESOURCES EFFECTIVELY

Deliver structural, financial and governance policies that ensure our ability to meet the ISMRM mission and objectives..

Tactic 1: Commit to an annual governance review and develop structural alternatives that seek to professionalize ISMRM management and oversight.

Tactic 2: Initiate and pursue policies and programs that ensure the financial sustainability of ISMRM.

- Ensure the ISMRM reserve policy supports the short- and long-term financial goals of the organization.