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. This document is based on input gathered for this Strategic Plan, the 2002-2005 Strategic Plan, the 2009 Membership Survey, Division Board discussions, and the strategic priorities for SLA, outlined in the Association's June 2000 Strategic Plan.

Pharmaceutical & Health Technology Division
Strategic Plan 2010-2014

Vision:

To be the recognized community of the most knowledgeable, most capable, and most valuable information professionals in the pharmaceutical & health technology industries.

Mission:

As a division, our mission is to:

- serve as a community of practice for all information professionals involved in the pharmaceutical and health technology industries.

- develop our members in the career skills necessary for current, future, and alternative positions.

- promote the role of the corporate pharmaceutical & health technology information professional as well as those in related roles (non-profits, pharmacy schools, etc.).

Priorities:

These priorities will be reviewed by the Executive Board and adjusted at least every three years based on formal and informal input from the Division's membership.

Progress against these priorities will be reported to the membership at the annual business meeting.

Serving as a Community of Practice

 - Strategy 1: Keep membership informed - of SLA and PHTD news, as well as major events impacting the industry. Encourage members' knowledge sharing.

 - Strategy 2: Increase membership, member involvement & services to membership

 - Strategy 3: Facilitate employment opportunities

 - Strategy 4: Develop partnerships and stronger relations with other relevant organizations and vendors

Developing our Members

 - Strategy 5: Further develop knowledge and expertise of members.

 - Strategy 6: Strive to develop virtual programs

Promoting our Value

 - Strategy 7: Take the lead in developing standards to enable information professionals in pharmaceutical and health care settings to better define their roles.

 - Strategy 8: Position PHT Information Professionals as the experts in corporate information, medical information, and knowledge management.

Strategies & Tactics:

Serving as a Community of Practice

Strategy 1: Keep members connected and informed - of SLA and PHTD news, as well as major events impacting the industry. Encourage members' knowledge sharing.

Tactics:

1.1 Best Utilize Division Bulletin, "CapLits"

1.1.1   Provide electronic distribution and increase interactivity of CapLits via PHT discussion list, PHT web site, and other emerging technologies as appropriate.

1.1.2. Increase value and quality of content of CapLits.
   • Include substantive articles.
   • Publish thematic issues.
   • Create regular columns and secure commitment for column editors.
   • Periodically survey membership as to the value of CapLits & preferred format (Blog, Electronic Mail, Print)
1.1.3. Develop an editorial policy for CapLits

1.2 Make a current membership directory available.
   • Define responsible person(s) for membership directory.
   • Define the differing roles of a membership directory versus a LinkedIn group.

1.3 Optimize use of electronic forms of communication (discussion list, web site, blog and/or other formats) among PHT members.
   • Promote use through brochures and newsletters.
   • Define purposes and roles of each format.
   • Continue to post PHT meeting abstracts, reviews and presentations.
   • Provide links on web site to free e-journals, reference materials, and relevant readings.

1.4 Help members get to know each other.
   • Institute buddy system for new members or first time attendees (Spring & Annual meetings).
   • Continue "Welcome New Members" column in Bulletin; Profile New Members in CapLits.
   • Encourage local one-off meetings as possible.

1.5 Foster annual, regional and local in-person networking opportunities.
   • Schedule annual Spring meeting to be complementary to Annual meeting yet still local to most members.
   • Explore opportunities to offer other meetings and/or co-sponsor at the chapter level.
   • Explore and encourage local opportunities.

1.6 Foster opportunities to align and/or benchmark with the larger SLA community of practice.
   • Provide opportunities for SLA leadership to address PHT membership.

- Cosponsor events or roundtables at SLA Annual Meeting.

Strategy 2: Increase membership, member involvement and services to membership. Develop leaders within the membership.

Tactics:

2.1 Improve recruitment.

2.1.1 Recruit and sponsor student members.

2.1.1.1 Offer and promote both discounts and stipends for both Spring and Annual meetings to students.

2.1.1.2 Take advantage of meetings to speak at local library schools as possible.

2.1.1.3 Develop a pathway for students to enter PHT fields.

2.1.2 Recruit new members, and incorporate new members and non-active members; develop strategies for retention of members over time.

2.1.2.1 Offer waivers on Spring and Annual meeting registration to those involved in planning:
- Planner
- Chair
- Fundraiser

2.1.2.2 Increase joint events with other related SLA divisions.

2.1.2.3 Target non-SLA members to join SLA and Division.
- Invitations & Publicity for PHT Spring Meeting and other events.

2.1.2.4 Emphasize benefits of membership.
- Feature benefits on web site and in Bulletin and in welcome message to new discussion list members.
- Add section on web site to highlight benefits of membership and benefits of leadership opportunities.

2.2 Create opportunities for mentorship to occur.

2.2.1 Conduct networking events

2.2.2 Encourage mentorship opportunities for independent information professionals outside of SLA/PHTD.

2.3 Provide an effective organizational structure through which 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.
- Explore why information professionals join other organizations such as DIA PHIM, MLA, SCIP, ALA, etc. over SLA.
- Review and update Divisions' mission, goals and objectives for continued alignment with member needs and current trends.
- Benchmark with other successful Divisions.
- Seek to maintain a healthy financial position and sound fiscal control over Division finances.

2.4 Develop leaders.

- Facilitate increased participation by members to Board positions and in program presentations.
- Follow-up on all offers to volunteer.
- Include volunteer form in Bulletin on web site.
- Utilize mentoring and buddy programs to encourage participation.

Strategy 3: Facilitate employment opportunities

Tactics:

3.1 Facilitate identification of quality candidates.

3.2 Help connect candidates with opportunities.

3.3 Facilitate independent information professional / contractor opportunities.
- Investigate what is the best way to do this between company/contractor (odesk? guru? linkedin?).

Strategy 4: Strengthen relationships between information professionals and vendors, as well as ties between PHTD and other relevant organizations.

Tactics:

4.1 Collaborate with other SLA units to develop and/or jointly promote education programs, conferences, and networking opportunities.

4.2 Explore opportunities with other relevant organizations such as ARMA, DIA PHIM, SCIP, MLA, P-D-R, etc.
- Promote inter-organizational communication through regular communication fromrepresentatives from DIA PHIM, MLA Drug and Corporate Library Sections, etc.

4.3 Explore opportunities to strengthen vendor-information professional relationships.
- Create vendor-user subcommittee to explore potential initiatives
- Seek opportunities to secure vendor funding/sponsorships for education and networking programs, providing them access to a focused-clientele.
- 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.
- Provide more opportunities for information professionals and vendors to communicate with and learn from each other

Developing Our Members

Strategy 5: Develop knowledge and expertise of members to prepare them for both current and future positions

Tactics:

5.1 Offer relevant and proactive programming for all members, available in a variety of settings.

5.1.1 Offer programming in three main venues: Spring Conference, SLA Annual Conference, and distance learning.

5.1.2 Programming should fulfill one of the following needs and be relevant to the membership:

- Strategic Needs and Forward Thinking
- Technology and Information Management Trends & Tools
- Best Practices & Lessons Learned
- Marketing and Demonstrating Value

5.1.3 Continuing Education programming should highlight key skill sets for PHT Information Professionals.

5.1.4 Programming should develop members of all levels of knowledge and experience as suggested by the PHT Job Descriptions and other member representation.

5.1.5 Programming should support the diverse membership with various sub-subject focuses (biotech, diagnostics, devices, clinical research, etc.).

5.2 Challenge members to be innovators and experts.

5.2.1 Use travel awards as incentives to add to the body of knowledge.

5.2.2 Explore possibility of creating innovation awards.

5.2.3 Encourage innovation grant applications with matching funds.

5.3 Ensure education is as friendly as possible to credentialing.

Strategy 6: Develop members regardless of location.

Tactics:

6.1 Post all PHT sponsored meeting program content, meeting summary reports, and excerpts on web site.

6.2 Pilot remote access to Spring Meeting

6.3 Pilot remote participation in Spring Meeting

6.4 Investigate opportunities which are distance learning and/or outside of conferences, whether through sponsorship or co-support.

Promoting Our Value

Strategy 7: Take the lead in developing standards to enable information professionals in pharmaceutical and health care settings to better define their roles.

Tactics:

7.1 Maintain list of PHT job descriptions, adding relevant new ones
- Keep Job Description list current through user-commented access to data
- To be reviewed annually.

7.2 Periodically benchmark data relative to industry:
- Salary data
- Personnel / Staffing
- Budgets
- Training Budgets

7.3 Develop prerequisites / expectations for professionals entering the industry, including in alternative positions such as independent information professionals

Strategy 8: Position PHT Information Professionals as the experts in corporate information, medical information, and knowledge management.

Tactics:

8.1 Help market the value of the information professional to specific groups

8.1.1 To companies without information professionals
- Promote HQ consultation services to help companies and other organizations establish information services.
- Market the value of the independent information professional to biomedical start-ups.

8.1.2 To companies with information professionals
- Market the value of the corporate information professional
- Invite SLA Board members to speak with PHT organizations in conjunction with Spring meeting.

8.1.3 For independent information professionals
- Use one or two pages of CapLits as a resource for independent information professional listings.
- Explore synergies with AIIP

8.1.4 To the community at large
- Promote volunteerism on behalf of the professional and SLA.
- Define "what we do".

8.2 Support information professionals with evidence
- Encourage use of resources (CapLits, Spring Meeting, Annual Meeting) to highlight successes and cost/benefit items.

8.3 Seek opportunities to increase visibility with other local, regional, national, and international organizations, both library and non-library, through networking and formal contacts.
- Recognize those who succeed in this regard by detailing their success in PHT publications
- Encourage cross-publication and/or presentations at related conferences (AMWA, RAPS, etc.)
- Board-level outreach to other organizations and exploration of collaborative items.

8.4 Increase visibility of the Division within SLA.

8.4.1 Annually bring a SLA Board Member to speak with / to SLA-PHTD membership

8.4.2 Provide service to SLA and the profession by contributing leadership, vision and strategic thinking.

8.4.3 Look to recognize members with SLA-level awards. (Exec Board)