



ahra STRATEGIC PLAN

2023-2027

MISSION: To educate, develop, mentor, and provide resources to medical imaging professionals.

VISION: AHRA is the place imaging leaders come to connect, grow and learn.

PILLARS	Innovate & Adapt	Grow Membership	Build Strategic Alliances
GOALS	<p>Keep pace with the rapidly changing environment.</p> <p>Produce products & services to meet member needs.</p>	<p>Be responsive and anticipate members needs.</p> <p>Increase membership year over year and achieve higher retention.</p>	<p>Expand offerings via collaboration.</p> <p>Align with new organizations and increase sponsorships.</p>
IN PROGRESS	<ul style="list-style-type: none">• Use data and analytics trends to inform decisions• Redesign AHRA website focused on networking and engagement• Diversity, equity and inclusion resources & recognition	<ul style="list-style-type: none">• Develop Mentorship Program• Leverage new email marketing software to enhance communications with membership• Develop a program for imaging leaders tailored to needs and goals	<ul style="list-style-type: none">• Conduct a feasibility study to define future initiatives• Identify and engage with potential new companies• Leverage Annual Meeting to build partnerships