**AFDOSS Strategic Planning Draft FY2020**

**Background & Review/Adoption Process:** This document will be considered a “living document” to help drive annual activities, goals and objectives for the AFDOSS members. This Strategic Plan is to be shared on the AFDOSS website with a 30-day open comment period for membership to provide feedback. Any feedback received will be reviewed by the AFDOSS Board and incorporated into the document as appropriate. A final draft will be shared with regular/active members to vote on for formal adoption in 2020. This document will be maintained by the AFDOSS Board and is intended to be reviewed and updated annually. During the Annual Education Meeting, the Board will provide a progress report, with time for additional member feedback and input. The document may be revised annually to help continue serving as a “road map” for the Board to follow, with ongoing member input.

**Principals:**

AFDOSS members are comprised of regulatory (federal/state/local), industry representatives and associations, academia and consumers who are all dedicated to the vision and mission of the organization. The values that guide the work of AFDOSS include collaboration, commitment, respect + honesty, relationship building, scientific knowledge + background, experience + expertise, and a passion to advance product safety within the areas of food, cosmetics and drugs & devices.

***Vision:***

***To be the leading organization of food, drug, cosmetic & device protection professionals in the Southeast.***

***Mission:***

***To develop innovative solutions and advocate for effective regulation through collaboration and education to advance product safety in the U.S.***

**Goal Setting for FY2020 (and beyond):**

Keep in mind…

* A **goal** is where you want to be, a destination (long-term)
* An **objective** is the direction you must take to get to your destination (the measure of change – therefore it should be Specific, Measurable, Achievable, and have Timelines associated)
* A **strategy** is what you must do to get there (how we make it happen)

Please review and consider these draft goals with some starting objectives and strategies. Do these capture the primary goals AFDOSS needs to focus on accomplishing? Do the objectives make sense? The strategies are a sample of example steps the board may take to help the organization meet the objectives after this draft is finalized.

**Goal: Continue to offer a productive forum for collaboration among all stakeholders.**

**Objectives:**

1. **Continue to recruit new membership while retaining existing members.** 
   1. Update AFDOSS By-Laws to reflect this new mission & maintain the constitution in a manner that well-represents all our stakeholders
   2. Advertise AEC event at other similar events to cross-promote and grow membership
   3. Encourage increased participation from locals & industry within both retail & manufactured food sectors
   4. Conduct annual review & update membership list in Wild Apricot
   5. Develop an exit survey for members no longer interested in participating
2. **Host a valuable AEC that meets members’ needs within an AFDOSS state.** 
   1. Offer opportunities (networking breaks, receptions, auction, etc.) to help members form close working relationships & friendships
   2. Develop solutions to common/shared challenges & learn from each other
   3. Provide speakers & presentations on the latest/emerging trends
   4. Consider breakouts or separate tracks for AEC and continue to use surveys to help determine topics areas members are most interested in
   5. Consider an industry-focused educational program, and/or a special certification or training “add-on” (e.g., one-day HACCP certification for regulators & industry, or an ANSI-approved food safety manager class/test)
3. **Seek continued AFDOSS Board recruitment and retention.**
   1. Continue to seek qualified applicants to run for the Board
   2. Consider long-term succession planning for the Board
   3. Ask members for feedback regarding their expectations from AFDOSS and involve them in board decision making process when appropriate

**Goal: Recognize the accomplishments of AFDOSS members.**

**Objectives:**

1. **Continue to offer the Eugene Holeman award annually.**
   1. Continue to have a strong Nominations Committee with representation from the most recent and several previous award winners
   2. Encourage members to submit nomination suggestions
   3. Attempt to ensure award winners attend the AEC to accept the award in person
2. **Continue to offer the Mary Logan Scholarship award(s) annually.** 
   1. Continue to raise scholarship funds through live/silent auction events or other means during AEC events and throughout the year
   2. Continue to have a strong Scholarship Committee with representation from several states throughout the region
   3. Encourage members to share the scholarship announcement within their state(s), to colleges and universities offering related educational programs
   4. Encourage student applications from all schools throughout the AFDOSS region;
   5. Encourage award winners to attend the AEC to accept the award in person & meet the members
3. **Encourage AFDOSS members to submit nominations for annual AFDO awards.** 
   1. Communicate information about [AFDO awards](http://www.afdo.org/awards) with AFDOSS members (deadlines, nomination processes, etc.)
4. **Continue to nominate an AFDOSS member for AFDO’s “Up & Comer” award.**
   1. AFDOSS Board to request membership nominations and make a final selection of a deserving candidate annually
   2. Provide funding for the Up & Comer recipient to travel to and attend the next AFDO AEC

**Goal: Continue to support AFDO & its mission.**

**Objectives:**

1. **Collaborate to ensure uniform regulatory enforcement and to facilitate compliance for food, drug, medical device & cosmetic products** 
   1. Share information and issues with AFDO Board
   2. Work together toward common goals & solutions
   3. Submit topics to CFP & AFDO for discussion/presentation
2. **Promote more effective regulation by facilitating dialogue between regulatory, industry, academia, and consumers, thereby fostering enhanced consumer product safety.**
   1. Continue to develop a “unified” voice for AFDOSS (with AFDO), engaging and advancing communication with stakeholders to advocate laws and regulations that protect public health based on sound science and best practices
3. **Provide education, tools, and resources to help address members’ challenges in their field of expertise.**
   1. Keep the AFDOSS website up to date with current information
   2. Advertise AFDO support and offerings (ex., webinars offered monthly, which we are advertising on Facebook)
   3. Share information on new regulations and hot topics (trainings, job postings, member updates, etc.) on social media
   4. Re-establish AFDOSS e-news to share highlights of information from the AFDO newsletter with our entire membership, and/or forward and share AFDO news of interest to AFDOSS members