

# SSO 2018 – 2020 Strategic Plan

**ADVANCING THE MISSION – INCREASING ENGAGEMENT – OPTIMIZING RESOURCES**

	<p>Reimagine the SSO Annual Cancer Symposium Introduce a new meeting experience that is dynamic, progressive and constructive for all cancer surgeons. Meeting enhancements for SSO 2018 and SSO 2019 and a completely new experience for SSO 2020</p>
<b>Membership</b>	<p><b>GOAL:</b> Develop a membership that is inclusive of all cancer surgeons from around the globe. <b>OBJECTIVE:</b> Ensure a welcoming environment that fosters meaningful engagement, sense of community and recognition. <b>DELIVERABLE:</b> Growth of a diverse membership and new engagement opportunities</p>
	<p>Advance the awareness and impact of surgical oncology worldwide Improve access to surgical oncology education by enhancing collaborations with SSO Partner Societies Enhanced SSO brand exposure on the global stage via global curriculum and international funding support</p>
<b>Education</b>	<p><b>GOAL:</b> Support career-long education, recertification and quality patient care <b>OBJECTIVE:</b> Utilize ExpertEd@SSO to deliver new educational programs, leverage <i>Annals of Surgical Oncology</i> for program content and maintain ACCME accreditation with commendation <b>DELIVERABLE:</b> 50 new online learning programs; continued status as ACCME accredited with commendation</p>
	<p>Develop an inclusive brand image that articulates the mission and values of the Society to the diverse spectrum of cancer surgeons Define the value of SSO and foster relationships with cancer surgeons that is based on an understanding of needs, transparent communications and awareness of SSO benefits A progressive and welcoming brand image that is meaningful to all cancer surgeons and increased awareness of all SSO programs and services</p>
<b>Organization Vitality</b>	<p><b>GOAL:</b> Responsible and flexible infrastructure <b>OBJECTIVE:</b> Efficient delivery of member programs and services through investment in technologies and infrastructure services <b>DELIVERABLE:</b> Enhanced operating structure and equipment utilization to maximize opportunities across the organization</p>

## STRATEGIC PLAN SUCCESS FACTORS



**Reimagined Annual Meeting Experience**



**Membership Inclusive of All Cancer Surgeons**



**50 New Online Learning Programs**



**Welcoming Brand Image that Maintains Brand Heritage**