## SSO 2018 – 2020 Strategic Plan

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

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

### 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