

2018 - 2021 Strategic Plan

Priority - Congress, Education and Development

Congress Goal: Promote and maintain the International Congress as the premier education event for Movement Disorder Specialist

Primary: Increase number of networking opportunities for membership sub-groups

Actions	Outcome Measures
Create a networking event inviting new Members/Young Members to hear Movement Disorder experts speak on their MDS involvement (through abstract publishing, leadership roles, etc). (Medium term)	New/young members registration will increase by 10% from the previous International Congress.
Identify the attendees for various International Congress networking events and collect feedback to generate a profile of their collective networking goals. (Short term)	Follow up e-mail communications/evaluation to all attendees immediately following the International Congress, with 25% of overall attendee responses utilized toward targeted marketing and event planning.
Create partnerships with groups or related organizations to promote the MDS Congress via social media. (Short to Medium Term)	Three of these groups will have reposted or retweeted MDS content.
Promote interpersonal networking for Travel Grant recipients and provide them with an opportunity to interact with MDS leadership at a reception or social gathering. (Medium Term)	75% of recipients attend the receptions with 50% participation from leadership.

Secondary: Development of new content and learning formats

Actions	Outcome Measures
Task a CSPC subcommittee with developing content and learning formats based on who's coming to our meetings. (Medium Term)	Whether or not new learning formats for delivering the content were implemented.
Create an interactive platform for presentations, networking and discussions in an accessible, comfortable gathering and recharging space. (Short Term)	There will be an Educational Pavilion, with 20 to 25 presentations that will each draw between 40 - 80 attendees with: pop-up discussions, MDS Groups Open Forums, Live Demonstrations, Special Guests, Professional Roadmap Development, and Abstract Tips.
Provide a robust mobile app that is informational and interactive leading up to and during Congress. (Short-term)	60% of delegates will have downloaded and used the app through the conclusion of Congress.
Incorporate beacon technology that allows for customized messaging to delegates regarding daily events, session follow-ups etc. This technology will also allow MDS to track delegate's locations, traffic patterns and frequently visited areas. (Medium Term)	Whether or not technology was launched and reached 50% engagement.

Tertiary: Offer programming for non-movement disorder specialist: basic scientists, allied health, general practitioner

Actions	Outcome Measures
Pursue including basic science lectures within most sessions during Congress (Medium Term)	Number of basic science lectures during Congress
Investigate ways to provide travel grants for basic scientists to Congress (Medium Term)	Number of basic science travel grants provided
Use a survey to determine how General Practitioner and Health Professionals currently benefit from attending Congress. (Short term)	Be able to identify the top 5 trends in our General Practitioner and Health Professionals attendance based on Berlin and Vancouver data in order to thoughtfully design participation opportunities at future Congresses (Seoul).
Adding an Health Professional & General Practitioner events at Congress based on feedback – Meet the Experts, for example. (Medium Term)	Events reach over 50% of expected attendance for first year of implementation.
Change format of current Health Professionals networking event (liaising with HP SIG) to provide a more conducive environment for networking: roundtable discussions, randomly selecting the panel at the start of the session, etc. (Short Term)	75% of those in attendance found the new format beneficial through an evaluation they take immediately.

Education Goal: Identification of main areas of focus for the Education Committee and Regions to support their 2018-2020 Strategic Plans

Primary: Online Education and Outreach to Young Neurologists/Fellows and Exploring new learning formats

Actions	Outcome Measures
Increase the focus given to online programming to support the various audiences identified and those where travel is difficult (Short term)	Increase usage of online programs
Identify the education gaps from the educational road map and determine a plan to implement training as needed. (Long Term)	Creation of a plan to address education gaps and needs identified
Implement a Virtual Professor Program for non waived dues countries when pilot program ends (Medium Term)	Virtual Professor Program program utilization in non waived dues countries
Investigate ways to support priority education programs where Industry support is not available (Short term)	Identification of other means of support beyond Industry

Secondary: Rare Movement Disorder Programs and Peripheral Group education: basic scientists, allied health, general practitioners

Actions	Outcome Measures
Investigate ways to provide support for priority regional education program and rare disease movement disorder programs where industry support is difficult (Short Term)	Identification of other means of support beyond Industry
Expand educational road map to provide offerings for peripheral group education. (Medium Term)	New offerings for peripheral group education

Tertiary: Explore Industry Education

Actions	Outcome Measures
Explore feasibility of educational offerings for industry - through repurposes current content or creating new content (Medium Term)	<ol style="list-style-type: none"> 1. Industry education program gets created with Industry representation. 2. Number of Industry people attending a course (live or online) annually

Industry/Development Goal: Develop a multi-prong approach to seeking funding for courses

Actions	Outcome Measures
Increase coordination between the secretariat and course directors to secure funding (Short Term)	Development of training material Number of courses which solicit funds locally (<i>or provide contact information for potential funders</i>)
Pursue multi-year and multi-course opportunities for support (Medium Term)	Number of companies committing to fund multi-course contracts
Pursue non-corporate funding (foundation, government, other societies) for projects with no or limited corporate support. (Medium Term)	Number of requests made
Continue the industry forum to engage industry representatives to advise on issues of strategic importance (Short Term)	Number of companies attending meeting at Congress Number of projects developed and funded by industry

Priority - Membership

Goal: Increase the Society's membership to realize our fundamental mission to disseminate knowledge, promote research and to favorably affect the care of patients.

Primary: Further outreach and expansions to movement disorder specialists and general neurologists, with an increased effort on membership in developing regions

Actions	Outcome Measures
Establish relationships with Movement Disorders groups in Africa. Continue to work to provide Affiliate Membership and collaboration with MDS (Medium Term)	Whether membership, society activities, or educational programs increase in Africa
Continue to work with other movement disorders groups in the Middle East to provide Affiliate Membership and collaboration with MDS (Medium Term)	Whether membership increases in areas MDS defines as the Middle East
Provide more on-site membership support at educational activities in China (Short to Medium Term)	Whether membership increases in China
Explore ways to make the MDS website and social media more user-friendly to members in China (Medium Term)	Whether usage of the website and social media increases in China specifically
Continue to work with other movement disorders groups in Central America to provide Affiliate Membership and collaboration with MDS (Short to Medium Term)	Whether membership increases in Central American countries: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama
Promote reduced membership fees to students, fellows and residents in Neurology (Short Term)	Whether the number of young members applying for membership increases
Implement an educational roadmap to identify Beginner, Intermediate and Advanced pathways through the education that MDS Offers and to help non-members see the value of MDS Membership and member benefits (Short to Medium Term)	Whether the roadmap is completed and is used by both members and non-members as measured by website statistics
Facilitate related societies to establish Affiliate memberships with MDS (Short Term)	Whether the number of Affiliate Society memberships increase

Secondary: Expand membership to peripheral groups: basic scientists, allied health, general practitioner, etc

Actions	Outcome Measures
Promote membership benefits to members of the Society of Neuroscience, European Neuroscience Society and the International Brain Research Organization (Medium Term)	Increase in number of Basic Scientists who join MDS. Baseline 2016 membership.
Increase educational offerings to these groups as a way to help non-members see the value of MDS Membership and member benefits (Medium Term)	Increase in number of Allied Health, Basic Scientists and general practitioners who join MDS. Baseline 2016 membership.

Tertiary: Engagement of current members through personalization of membership experience.

Actions	Outcome Measures
Investigate ways to increase member usage of the MDS website as a main source for information and best tool to connect with colleagues (Short to Medium Term)	Increased usage of the MDS Site by 10%
Investigate engagement systems/tools to facilitate and encourage members to engage with one another outside of the International Congress and other Educational events (Long Term)	Whether an engagement system/tool (such as Higher Logic) is put into place and is used by members.

Priority - Organization & Finances

Goal: Enhanced communications related to the governance structure

Actions	Outcome Measures
Members feel engaged in governance process and there is increase participation (medium term)	Use of online forms and interactions with the society from its members
Members are knowledgeable about how to become involved in Society's activities (medium term)	Increase in the number of volunteers for the society
Thorough orientation process for all Officers, IEC and Committee members (Short Term)	Processes and Procedures are accessible, clearly stated and acknowledged (signed off)
Committees and Subgroups develop individual strategic plans based on central society's strategy (Medium Term)	Schedule/Process is developed to allow for Officers to share Strategy and goals with all groups, prior to them setting their own strategic plans
Increased interactions with the Section, Committee and Task Force Chairs to ensure they are aware of the MDS Strategic Plan and they are focused on their mandate. (Short Term)	Increase communication with groups and a process in place to monitor/oversee their actions.

Goal: Align Sections' Strategic plans with the MDS overall strategic plan

Actions	Outcome Measures
Ensure that each region's strategic plan follows the MDS strategic plan and the MDS Education Plan (Short Term)	Regional strategic plans are reviewed by the Officers prior to finalization for the region
Determine timelines and funding mechanisms for the regions to create strategic plans (Short Term)	Establish timelines and determine funding within annual budgets
Identify areas for greater collaboration among other neurology societies within region. (Medium Term)	Increased number of collaborations happening within each region with other neurologic societies

Goal: Expand the scope of the Rating Scales Program

Actions	Outcome Measures
Broaden the mandate to include assessment tools (Medium Term)	Program is reviewing current assessment tools on the market
Establish a translation committee to oversee the translation of all scales (Short Term)	Program is set in place to standardize translation process and provide oversight
Increased staff to assist with the business development for the program (Short Term)	Additional staff is hired
Bundle the licensing of the scales with the certificate program (Short Term)	New licensing structure proposed to the Officers

Priority - Publications

Goal: Investigate open access publishing and self-publishing opportunities (EW)

Actions	Outcome Measures
Create RFP and circulate to outside vendors (Short Term)	Whether an RFP is generated in regards to any necessary outside vendors necessary to implement self publishing.
Generate a needs assessment with POC and MDS Editors (Short Term)	Whether a needs assessment is created.
Create a cost-benefit analysis for open access publishing (Short Term)	Whether a cost-benefit analysis is presented for open access publishing.
Investigate what staffing would be required for self-publishing. Research other success stories. (Short Term)	Whether a report is generated to show costs in regards to staffing, resources, software, etc.

Priority - Outreach

Goal: Increase outreach to the general public, patients and lay organizations

Actions	Outcome Measures
Develop patient handouts covering all major topics in Movement Disorder: including development of translated handouts. (Medium Term)	The MDS website will display all patient handouts; including translations
Develop enhanced patient resource center on the MDS website (Short Term)	The MDS Website will feature a dedicated Patient Resource page to encompass all patient handouts and additional resources or links for patients
Increase MDS social media presence through existing channels (Short Term)	Increased daily/weekly frequency of social media postings; increased total number of followers on social media channels; increased user engagement measured by total likes, comments, sharing and reposting of content
Create a public/patient oriented blog (Long Term)	Creation of blog with regular postings that can be shared through social media for increased outreach to the general public
Ask sections to develop plans for public and patient engagements in their region including strategies to reach countries where there are non existing patient organizations (Medium Term)	Creation of increased partnerships with public, patient, and lay organizations in each region