EDUCATION

**Goal:**
Be the leading source and supplier of choice for education for the profession.

**Strategies:**
- Create, update and acquire educational products in a wider range of formats and a broader range of topics.
- Identify and develop subject matter experts to produce educational content.
- Assist technologists in adapting to emerging technologies in their practice areas.
- Educate stakeholders about political, economic, social and regulatory issues that affect the profession.

MEMBERSHIP

**Goal:**
Improve member recruitment and member retention rates, increase market penetration level, and develop new markets for membership.

**Strategies:**
- Research what is important to radiologic technologists and develop products/services to meet those needs.
- Demonstrate the value of ASRT membership by creating and maintaining a strong connection between individuals and the ASRT that leads to loyalty and engagement.
- Recruit technologists who hold specialty credentials by developing targeted content for them.
- Promote participation in the ASRT Communities.
- Provide and promote career development resources that assist members in preparing for and competing for jobs, advancing in the profession, and managing economic issues.
- Explore alternative membership and benefit models.

COMMUNITY

**Goal:**
Build a strong sense of community among medical imaging and radiation therapy professionals.

**Strategies:**
- Increase opportunities for student members to become actively involved in ASRT.
- Develop a strong volunteer leadership base.
- Collaborate with affiliate societies on issues of mutual benefit.
- Provide education to volunteer leaders so they can successfully fulfill their roles.

ADVOCACY AND AWARENESS

**Goal:**
Establish and promote ASRT as the professional resource, advocate and spokesperson for the profession. Become the leading source of information for radiologic technologists, patients and the public on medical imaging and radiation therapy.

**Strategies:**
- Promote, enhance and defend professional standards at the state and federal level.
- Raise awareness of the R.T.’s role in patient care and patient safety.
- Establish and leverage relationships with other organizations in order to strengthen the profession and the ASRT.
- Develop, promote and support patient safety initiatives.

TECHNOLOGY

**Goal:**
Use technology to advance ASRT’s business goals and mission and to respond to stakeholder needs.

**Strategies:**
- Implement best practices for website usability and performance.
- Improve data analysis, collaboration and information sharing.
- Ensure that our association management system meets current and future business needs.
- Leverage technology to improve communications and customer service.

PERFORMANCE

**Goal:**
Maintain and secure the continued viability and success of the ASRT.

**Strategies:**
- Identify business opportunities in new markets, including international markets.
- Improve the efficiency of internal ASRT operations.
- Sustain strong financial performance.
- Foster and nurture the development of a high-performing, productive and motivated work force.