

**ARO Strategic Plan Dashboard - 2022-2025 Strategic Plan**

The mission of the Association shall be to encourage and promote basic and clinical research in the broad fields of Otolaryngology, hearing and balance science, and related areas. To achieve these objectives, and to foster collegial assembly and stimulate scientific collaboration among its members, the Association shall encourage year-round scientific engagement through meetings and other activities.

**CORE VALUES**

**Science:** We promote rigorous original (same as mission) basic science and clinical research that moves forward our understanding of hearing and balance sciences and related fields. We strive to provide a forum for dissemination and meaningful discussion of results.

**Diversity:** We acknowledge and honor the fundamental value and dignity of all individuals. We are committed to maintaining an inclusive environment that removes barriers and respects diverse people, approaches, and ideas.

**Integrity:** We maintain the highest ethical standards in the collection, sharing and dissemination of research and champion best practices in both basic and clinical experimentation.

**Collaboration:** We believe in listening and evolving together by embracing the exchange of ideas through initiatives including, but not limited to, interdisciplinary research, education, mentorship, and professional networking.

**Education:** We support and empower our community by providing multi-faceted educational and mentorship opportunities relevant to early career professionals and throughout the career-span.

Current/Revised/New  
Committee Overlay

**GOAL 1: Build a Diverse and Supportive Member Community**

Objective (results-oriented)	Strategies (action-oriented)	Potential Tactics the Committee wanted to keep record of (activities to execute). Please note: This is not an official part of the strategic plan.	
1. Provide supportive services to members for optimal member experience	1.1 Develop a new member welcome process	Create an FAQ page on the ARO website	NEW Membership Committee; Executive Office
	1.2 Develop year-round messaging to help members navigate member benefits.	Special Interest Groups (SIGs)	NEW Membership Committee; Executive Office
	1.3 Expand the ARO website to include in-depth information on committees, leadership, and pathways to involvement.	Mentor/mentee-- do profile highlights on pairs to share with membership to advertise the program	Executive Office
	1.4 Broaden the information featured in the ARO Membership Directory and its search features	from)	Executive Office
2. Provide opportunities for global engagement and collaboration.	2.1 Establish a regional liaisons program to connect international members and enhance engagement.		NEW Membership Committee
	2.2 Provide opportunities for networking and collaboration outside of the MidWinter Meeting.	Expand opportunities for educational organizations and institutions to interact within ARO at the MidWinter Meeting and throughout the year. "Shark tank" style panel where individuals can come with a pitch and a panel of experts gives unbiased feedback -- help develop an idea and/or have an expert give insight into a specific topic	NEW Membership Committee
	2.3 Explore and implement technology and social media forums that assist members to communicate with ease.		NEW Membership Committee in collaboration with the NEW Communications Committee
	2.4 Develop year-round virtual programming	Broader mentorship program to all career stages	NEW Education Committee
	2.5 Explore viability of small international events	Local chapters meet outside of MWM	NEW Education Committee
3. Elevate the accessibility and accommodations ARO provides to our community throughout the year and at the MidWinter Meeting.	3.1 Explore cutting-edge assistive technology to provide accommodations to our members.		Accommodations Sub-Committee
	3.2 Evaluate mechanisms to improve access to all aspects of ARO programming.		
	3.3 Communicate best practices for full inclusion of our members in ARO activities	A separate email about all services being provided and how to let ARO know you would like to	
	3.4 Explore options to provide access to ARO activities to our members with care-giving responsibilities	Onsite child care	
4. Encourage and promote the scientific diversity of ARO members.	4.1 Highlight the work and achievements of members across the globe	Profiles of labs/researchers from around the world on ARO website and in JARO	NEW Membership Committee in collaboration with JARO Editors, Executive Office,
	4.2 Expand and promote the ARO Speaker's Bureau both internally and externally for the optimal utilization of member expertise.		External Relations Committee
5. Promote initiatives to make ARO a model of support of diversity, equity, and inclusion.	5.1 Improve the communication of ARO programs supporting diversity to the membership		Executive Office, DMA
	5.2 Maximize the Diversity Minority Affairs Fellowship Program		DMA in collaboration with Council, Finance Committee, Executive Office
	5.3 Attract and maintain young persons to the ARO community		spARO in collaboration with the membership committee
	5.4 Identify underrepresented countries and regions and develop an outreach plan to recruit members from these areas.		NEW Membership Committee
6. Develop year-round career-spanning educational programs.	6.1 Conduct an annual needs assessment to identify the educational needs of ARO members.		Long Range Planning Committee; Executive Office
	6.2 Expand the current year-round ARO Mentorship Program to a formalized and career-spanning program.		NEW Education Committee
	6.3 Further develop the ARO Seminar Series to a robust virtual learning program relevant to all ARO members.		NEW Education Committee

**Goal 2: Enhance Innovation and Cross Pollination**

1. Encourage interactive involvement of educational and scientific partners from other organizations of partnerships at the MWM and beyond.	1.1 Host and/ or participate in joint meetings and virtual seminar series with researchers outside of ARO community on topics of mutual interest.		NEW Education Committee in collaboration with Council
	1.2 Explore ways to promote the ARO MidWinter Meeting and encourage like educational and scientific organizations to participate in ARO events.	Investigate cross-organizational discounts and mutual promotional opportunities.	NEW Communications Committee in collaboration with the Program Committee and Executive Office
	1.3 Develop an ambassador position to maintain communication channels with other organizations.	An ambassador program of ARO members who are members of other groups to share what ARO is doing and form relationships where both benefit	NEW Communications Committee
2. Promote cross-pollination across the ARO community	2.1 Introduce interdisciplinary panel discussions that do not conflict with other focused sessions or events at the MidWinter Meeting and virtually throughout the year.		Program Committee in collaboration with NEW Education Committee
	2.2 Expand the number of clinicians presenting keynote sessions at the MidWinter Meeting.		Program Committee
	2.3 Explore the development and promotion of a forum for the purpose of technique training.		NEW Education Committee
	2.4 Explore mechanisms for cross-lab training opportunities.		NEW Education Committee
	2.5 Create a trainee- driven forum to present learned cutting edge techniques.		NEW Education Committee
	2.6 Promote bench to bedside research to improve patients' lives.	Diverse exhibitors for devices Timeline for submission to presentation too long for the release of results? Devoted symp/podiums that are phase 1 research	Program Committee

**Goal 3: Elevate the Outreach and Societal Impact of ARO**

1. Increase impact through collaboration and advocacy	1.1 Strengthen the relationship with other institutions/organizations where ARO can make an advocacy impact in our focus areas		NEW Communications Committee
	1.2 Create a liaison position to facilitate communication between ARO and advocacy groups for mutual benefit		NEW Communications Committee
2. Increase clinically focused initiatives to enhance the ability of ARO to improve patients' hearing health	2.1 Explore mechanisms of enhancing patient access to clinical trial opportunities		NEW Education Committee
	2.2 Create a forum for presentation of clinical trial/ clinically relevant results at ARO		Program Committee
	2.3 Explore funding mechanisms to allow ARO membership to attend other clinically-focused meetings		New: Membership Committee
3. Enhance outreach to the public through education	3.1 Explore making sessions at the MidWinter Meeting that are relevant to the public available to the public	Invite science journalists to the MWM to write about the meeting/sessions Live stream components of the meeting that may be of interest to the public (YouTube)	ERC, Program Committee, Executive Office
	3.2 Pursue opportunities for co-sponsored in-person events and virtual content targeted at the public.	Talks at end of MWM for public that are co-sponsored with other groups Advertise Presidential Symposium as an outward facing session	External Relations Committee
	3.3 Create mediums friendly to the public for sharing scientific content.	Patient resources to see data on new/upcoming research related to ARO interests	External Relations Committee