

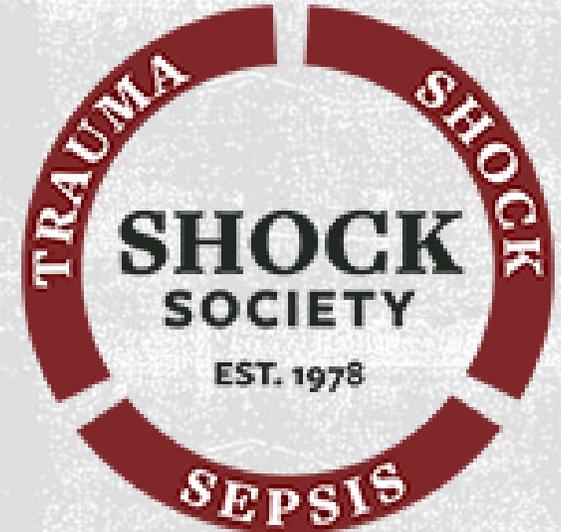
## **VISION STATEMENT**

Eliminate death and suffering from shock.

## **MISSION STATEMENT**

To improve the care of victims of Trauma, Sepsis and Shock, through:

- Promoting clinically relevant research into the basic biology of trauma, shock, and sepsis
- Providing a multidisciplinary forum to integrate and disseminate new knowledge in trauma, shock, and sepsis
- Promoting the education and mentoring of the next generation of investigators in the field of trauma, shock, and sepsis



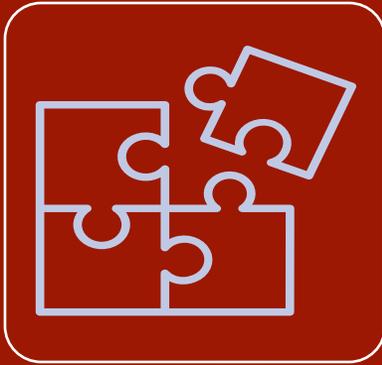
# **STRATEGIC PLAN**

## **2024-25**

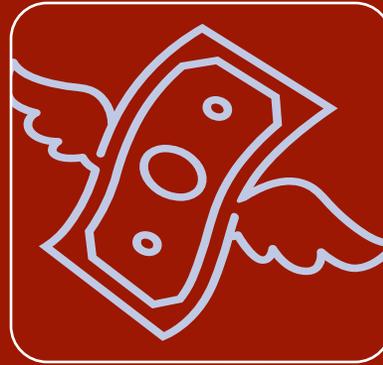


# The #1 Strategic Goal of the Shock Society is to Advance the Science

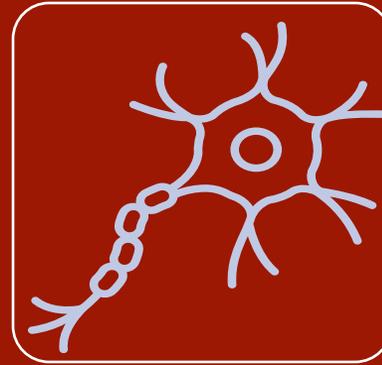
Be the leaders in high-quality basic, and clinical trauma, sepsis, and shock research.



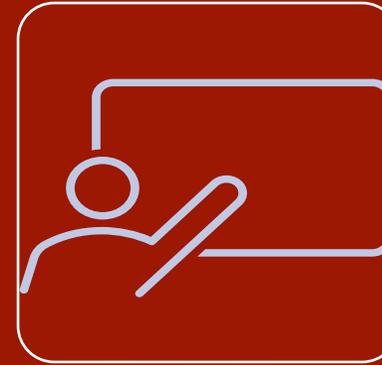
Seek out innovative research



Advocate for increased funding for scientific research; establish grant programs to allow researchers to pursue innovative and high impact projects



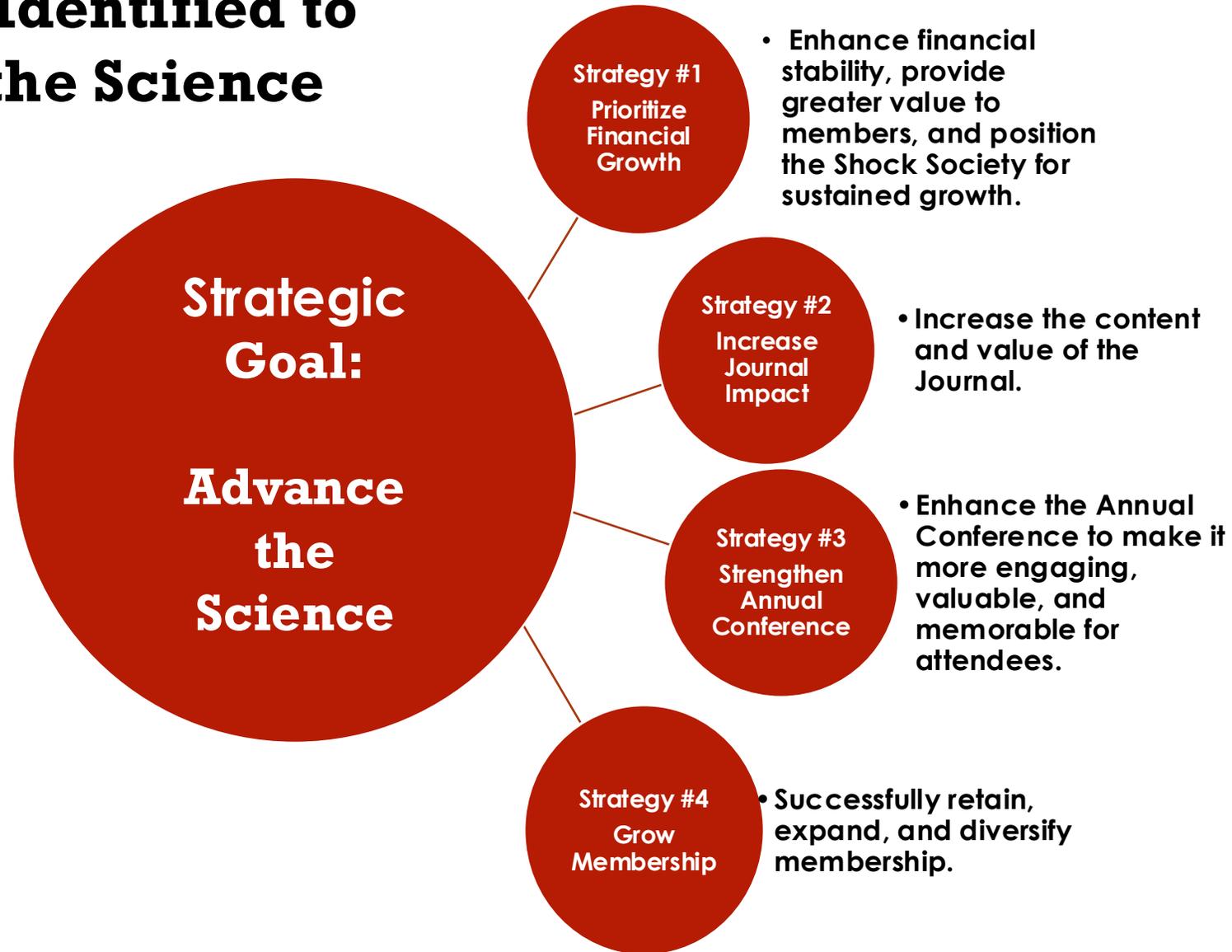
Develop educational programs to inspire the next generation of scientists



Support mentorship programs for early-career researchers



# Strategies Identified to Advance the Science



## ▪ Strategic Objectives

- Identify short- and long-term financial goals for the Society.
- Allocate investments for moderate and aggressive growth.
- The Shock Foundation will strategize funding opportunities to support specific initiatives and create a marketing and communications plan to tell the Shock story.

# STRATEGY #1: PRIORITIZE FINANCIAL GROWTH

**Enhance financial stability, provide greater value to members, and position the Shock Society for sustained growth.**



# STRATEGY #2: INCREASE JOURNAL IMPACT

## ▪ Strategic Objectives

- Develop an effective social media presence for the Journal and create a targeted press campaign.
- The Publications Committee will offer a Paper of the Year Award, based on the number of full page views.
- Clinical and basic review editors will develop special topic editions.
- Utilize the Communications Committee to increase the Journal's impact.

*The mission of the Journal is to foster and promote multidisciplinary studies, both experimental and clinical in nature, that critically examine the etiology, mechanisms and novel therapeutics of shock-related pathophysiological conditions.*

*Its purpose is to excel as a vehicle for timely publication in the areas of basic and clinical studies of shock, trauma, sepsis, inflammation, ischemia, and related pathobiological states, with particular emphasis on the biologic mechanisms that determine the response to such injury.*



## Strategic Objectives

- Clearly define the purpose and goals for the Conference.
- Ensure content is diverse, relevant and addresses current trends and challenges.
- Invite knowledgeable and engaging speakers, including up-and-coming scientists in areas including, but not limited to Biology, Aging, Neurology, Organ failure, Lung injuries, Burns, Organ disfunction, and more.
- Focus on innovation.
- Facilitate enhanced networking opportunities.
- Create a Conference Code of Conduct.
- Utilize Scientific, Advocacy, Communications, Membership, and Publications Committees to advance strategic objectives for the Conference.

# STRATEGY #3: STRENGTHEN ANNUAL CONFERENCE

**Enhance various aspects of the event to make the Conference more engaging, valuable, and memorable for attendees.**



# STRATEGY #4 FOCUS ON MEMBERSHIP GROWTH

**Successfully retain,  
expand and  
diversify  
membership.**

- Strategic Objectives
  - Clearly define value proposition and ensure consistent branding.
  - Use data to establish baselines, benchmarks, and goals.
  - Develop educational programs and training sessions that cater to the interests and needs of targeted audiences.
  - Target niche markets.
  - Showcase testimonials and success stories.
  - Actively promote career development for the next generation of clinicians and scientists.
  - Utilize Membership, Mentorship, Scientific, and Advancement Committees to achieve objectives.
  - Leverage the Communication Committee and social media to facilitate interactions between Shock members

