



## 2018-2020 Strategic Plan (Goals & Strategies)

**Goal 1:** **Empower Membership:** AUTM members will have the knowledge, tools, connections, and training they need to be successful.

Strategy 1A: Develop and provide resources and support for every career stage, across all organization sizes and types, with a diversity of subject matter.

Strategy 1B: Create, grow and cultivate AUTM's Body of Knowledge.

Strategy 1C: Deliberately evolve AUTM products, tools, and services to ensure relevance to members and stakeholders.

Strategy 1D: Improve accessibility of resources.

**Goal 2:** **Promote the Value Across the Breadth of Technology Transfer:** Stakeholders will support the advancement of Technology Transfer because they understand it and its value to society.

Strategy 2A: Execute a unified strategic communications plan for internal and external stakeholders to ensure awareness and a positive brand image of AUTM.

Strategy 2B: Leverage relationships with stakeholder groups to improve the understanding of the societal benefit and economic impact across the breadth of technology transfer.

Strategy 2C: Broaden the definition of success across the breadth of contemporary technology transfer.

Strategy 2D: Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public.

Strategy 2E: Promote the value of professional recognition and credentials.

**Goal 3:** **Advocate:** AUTM will support initiatives worldwide that contribute to a favorable environment for technology transfer.

Strategy 3A: Ensure the integrity of enabling legislation, such as the Bayh-Dole Act.

Strategy 3B: Contribute to the robustness of intellectual property systems.

Strategy 3C: Facilitate engagement in policy development.

Strategy 3D: Collaborate with organizations focusing on shared issues.

**Goal 4:** **Grow and Diversify:** AUTM will remain relevant and sustainable.

Strategy 4A: Engage with industry to add value to Goals 1, 2 and 3.

Strategy 4B: Expand partnerships with organizations that complement AUTM's mission and that add value to Goals 1, 2 and 3.

Strategy 4C: Broaden AUTM's sources of revenue to ensure a strong and stable organization.