

Education Task Force Charge

The Importance of Education

The AMM sees itself as a leader in both the medical and publishing industries. Key to the ability of the AMM to play a leadership role is their ability to foster a well-educated workforce in all aspects of the medical publishing industry. Through education, the AMM can create core competencies, shared understandings, standards of excellence and generally foster important dialogue.

The Role of the Task Force

AMM's 2018 strategic planning processes identified education as a core focus area. The education task force is responsible for taking the discussion from the strategic planning process, formalizing it with the feedback of the AMM Board into an operational plan and overseeing the successful implementation of that plan.

Decision-Making Authority

- Present a proposed operational strategy to meet the objectives in the strategic plan
- Incorporating any feedback from the board, implement the operational strategy
- Monitor the success of the strategy - make corrections and update the board as requested
- Provide recommendations for future improvements

Proposed Goals (* TBD by task force)

- Increase attendance at AMM Educational Events (By xx% in year 1, xx% in year 2)*
- Expand educational impact in ways that do not require live attendance
- Establish multi-year goals for core audiences (1, 3 years) with an implementation plan*

Possible New Initiatives to Support Goals

- Web-based delivery of educational content
- Creation of role-based educational standards
- Pursuit of certification
- New awards and recognition programs

Advocacy Task Force Charge

The Importance of Industry Advocacy

The AMM sees its role in the medical publishing industry as educating our mutual clients, leading the evolution of healthcare media solutions, and to raise foundational understanding and awareness of the value of professional medical media.

The Role of the Task Force

AMM members wish to capitalize on the benefits that come from speaking with a shared voice under the AMM banner. With that in mind, the role of this task force is to develop and implement strategies to proactively advocate for the importance of professional medical media, reinforcing the importance of the omnichannel strategy that includes print and digital distribution.

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Potential Goals (* TBD by Task Force)

- Increase in media coverage*
- Increase in number of active collaborations*
- Number of organizational statements made*

Possible New Initiatives to Support Goals

- Consensus statements or white papers
- Media statements and bylined articles
- Continued implementation of Medical Media Matters series
- Create online distance learning opportunities

Membership Task Force Charge

Community Matters

For the purposes of this strategic plan, “community” is an all-encompassing term meant to include both membership and general engagement once an organization joins the AMM. The degree of connection within the AMM, amongst its members, is one of the top strategic benefits of the organization, thus justifying its inclusion as a core pillar of the 2019 strategic plan.

The Role of the Task Force

This task force is charged with promoting AMM and growing the AMM community. While central to the success of the organization, growing the AMM community is about more than increasing membership. Growing community includes:

- Increasing participation in AMM governance efforts
- Opening up the opportunity for greater dialogue amongst members
- Sharing the good news of AMM members
- Strengthening the quality of interactions at AMM events

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Proposed Goals(* TBD by Task Force)

- Membership growth (overall, within member type)*
- Increase in revenue*
- Involvement in AMM activities*
- Support for AMM events*

Possible New Initiatives to Support Goals

- Mentorship Program
- New Member Onboarding Program
- Ambassador program
- Member hosts at educational events
- Informational sessions at other organizations