

#1	Sphere of Influence	Expand the influence of IAHSS within the healthcare industry to promote and support a secure and safe healthcare environment.
	2018 - 2020 goals	<ul style="list-style-type: none"> Grow and cultivate relationships with complementary organizations affected by healthcare security and safety. Measure growth through points of collaboration with each organization that may include webinars, conference presentations, publications, shared strategies, joint toolkits, cross-promotion or other collaborative activities.
#2	Brand Awareness	Position IAHSS as the trusted authority on healthcare security and safety.
	2018 – 2020 goals	<ul style="list-style-type: none"> Continue measurable increases in social media activity. Track and measure the number of mainstream media requests of IAHSS and references to IAHSS, including print, online, and television media outlets with a goal of increasing the number year over year. Increase overall membership by 3-5% annually.
#3	Education	Provide new delivery channels for knowledge transfer and refocus content on future needs of healthcare security and safety.
	2018 - 2020 goals	<ul style="list-style-type: none"> Commence the CHPA accreditation process in 2018 with the goal to apply for accreditation in 2020. Launch Advanced eLearning course and new Advanced certification exam in 2nd quarter 2018 and achieve a 5% increase in number of exams taken in 2018 and each subsequent year. Launch Supervisor eLearning course and new Supervisor certification exam in 3rd quarter 2018 and achieve a 5% increase in number of exams taken in 2018 and each subsequent year. Launch a Basic eLearning course by 2020. Achieve a record number of attendees at the 2018 Annual Conference & Exhibition and achieve an overall evaluation rating of at least 3.5 out of 4. Increase the average number of attendees per IAHSS webinar by 10% each year and maintain high evaluations. Develop standard definitions for key data elements to be included in the data warehouse in 2018. Launch the first version of the data warehouse by 2020. Develop at least 5 new Guidelines per year and ensure continued progress on revision of existing Guidelines as prescribed. Publish an updated and revised Safety Manual in 2018 and market the publication to a wider audience for growth of distribution.