Association of Immunization Managers
Strategic Map: 2017-2021

Expand AIM’s Impact as a National Leader for Immunization Programs and Policies

Revised 2/25/20

A  
Advance Member Success

1. Facilitate Professional and Leadership Development
2. Provide Focused Services to New Members
3. Identify and Share Program Practices and Lessons Learned
4. Provide Platforms for Communication and Collaboration
5. Conduct Ongoing Outreach to Program Managers

B  
Expand AIM’s Influence at the National Level

1. Optimize AIM as the Collective Voice for Immunization Programs
2. Effectively Represent AIM at National Forums and Share Outcomes
3. Develop a Shared Strategic Direction Between Program and Technology
4. Provide Program Input on National Recommendations and Initiatives
5. Develop an AIM Advocacy Plan

C  
Proactively Leverage Strategic Partnerships to Achieve Goals

1. Identify, Prioritize, and Evaluate Mutually Beneficial Partnerships
2. Strengthen and Build AIM’s Role with National Partners
3. Pursue Joint Funding Opportunities
4. Grow and Maintain the Corporate Alliance Program
5. Develop an AIM Advocacy Plan

D  
Secure Sufficient Resources and Infrastructure

1. Increase and Diversify Funding
2. Explore Membership Expansion
3. Effectively Staff AIM and Engage Members to Meet Needs
4. Offer Professional Development to Broader Audiences