2020-2022
Strategic Plan
Strategic Objective #1: PASCV will become a source of educational content, up-to-date information and training for those involved in diagnostic testing.

The following areas will be a focus for Objective #1:

1. Offer training and educational content that delivers cutting-edge science and explores the latest trends, technologies, and developments in viral diagnostic testing.
2. Interface with other societies and policymakers to influence decisions regarding the appropriate viral diagnostic and management approaches.
Strategic Objective #2: PASCV will continue to build and leverage existing partnerships with other virology societies in North, Central and South America to develop and share guidance and expertise related to viral diagnostics.

The following areas will be a focus for Objective #2:
1. Assess which societies and organizations currently exist that focus on enhancing the diagnosis and management of viral diseases (as well as other infectious diseases).
2. Determine where partnerships are already formed, and where there are opportunities to establish new partnerships.
3. Where partnerships are already formed, define how these can be further developed to enhance the ability of the societies to reach members and non-members, and serve as a resource related to diagnostic virology.
Strategic Objective #3: The society will develop new/innovative ways to reach members and non-members and enhance the sense of ‘community’ within diagnostic virology.

The following areas will be a focus for Objective #3:

1. Leverage existing platforms (e.g., PASCV Forum and social media) to bring members together to discuss important issues related to diagnostic virology, address problems, and identify solutions.

2. Develop and maintain innovative ways for members to interact virtually (e.g., webinars with pre- and post-discussions; on-line journal clubs, etc.).

3. Highlight - on a routine basis - the great work that PASCV members are doing in the area of diagnostic virology.