



# Strategic Plan

*(Created April 2019)*

## Core Ideology (Timeless)

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**Core Ideology** describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements: the **Core Purpose** – the organization's reason for being – and **Core Values** – essential and enduring principles that guide the behavior of an organization.

### Core Purpose (Mission)

The Association of Surgical Technologists will enhance the profession to ensure quality patient care.

### Core Values

- Integrity
- Excellence
- Expertise
- Inclusion or Collaboration
- Fiscal Responsibility

## Long-term Envisioned Future (10+ Years)

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The **envisioned future** conveys a concrete yet unrealized future for the organization. It consists of a **vision** – a clear and compelling catalyst that serves as a focal point for effort and a **vivid description**, which is a vibrant and engaging description of what it will be like to achieve the vision.

### Vision

To be the leading expert in surgical and perioperative resources for quality patient-centered care.

### Vivid Description of a Desired Future

The Association of Surgical Technologists' (AST) resources are widely used for improving patient care throughout the surgical and perioperative continuum. In addition to primarily supporting surgical technologists (STs), patients, other healthcare providers, healthcare administrators, and policymakers look to the association for valuable, influential, and up-to-date resources. AST leads in providing knowledge and education in new technologies and advancements in surgical and perioperative care. The association's guidelines are used widely in developing policy, academic curriculum, and, ultimately, improving the care of patients.

Surgical technologists value AST membership for day-to-day assistance in their jobs as well as career advancement. The AST is recognized for assisting members in shaping and advancing their careers. Association members are viewed as leaders in their workplaces and are involved in affecting change. They are versed in new technologies; experienced in applicable leadership skills; and up-to-date on best practices. AST continuing education is viewed as the most relevant and valuable program in the field. Members are experts in aseptic techniques. As a result, patients are supported by the most competent surgical technologists; surgical site infections are reduced; and surgical procedures are safe.

## Goals and Objectives (three-five years)

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**Goals** represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future." Supporting **objectives further clarify direction** and describe what the association wants to have happen; in other words, a descriptive statement of what constitutes success in measurable terms.

**Priority Key:** (I) = Must begin objective in next fiscal year; (M) = May begin objective, if resources permit, in next fiscal year; (L) = Begin objective in subsequent fiscal year

### I. Member Value

**Goal:** AST members regard association membership as valuable and are highly satisfied.

#### Objectives:

1. Increase AST's role in member career growth. (L)
2. Enhance communication to increase member value. (I)
3. Enhance member understanding of the association's legislative and regulatory advocacy actions. (M)

## II. Awareness

**Goal:** Patient advocates and healthcare administrators understand the value of surgical technologists.

**Objectives:**

1. Increase awareness among HR personnel, CNO, CMO, and OR educators. (L)
2. Increase awareness among risk managers and RCA groups. (I)
3. Achieve patient awareness of surgical technologists through pre-op education. (L)
4. Increase awareness of the surgical technologists' role in infection control. (M)

## III. Education

**Goal:** Members are current in perioperative trends through utilizing AST's educational resources.

**Objectives:**

1. Increase resources focused on new technologies. (M)
2. Enhance educator resources supporting the 7<sup>th</sup> edition of the core curriculum. (I)
3. Increase advanced training in leadership and management. (L)
4. Enhance CE delivery and availability virtually. (L)

## IV. Influence

**Goal:** AST is the influential voice ensuring appropriate qualifications and resources for delivering quality patient centered care by surgical technologists.

**Objectives:**

1. Increase the number of states requiring certification for condition of employment. (L)
2. Enhance relationships with key healthcare organizations to support advocacy for surgical technologists. (I)
3. Improve credibility and increase acceptance of AST educational resources. (M)