



AST Strategic Plan 2023-2026

The Association of Surgical Technologists Board of Directors and leadership staff recently reviewed and revised its strategic plan. The goal of strategic planning is to help shape an organization's strategic initiatives it would like to accomplish over the next several years. Identified strategic initiatives are further established based on the organization's vision, mission and values.

AST Vision

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

AST Mission

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

AST Values

- *Integrity*
- *Excellence*
- *Expertise*
- *Inclusion/Collaboration*
- *Fiscal Responsibility*

Strategic Initiative #1

Strengthen the profession of surgical technology through advocacy and legislative efforts for established educational standards.

- By developing position statements and resources to assist in advocating educational standards to state regulatory agencies, healthcare facilities, and educational institutions.
- Educate members about apprenticeship alignment with AST values of accredited education and certification.
- Ensure member awareness of AST advocacy and legislative efforts.

Strategic Initiative #2

Adopt innovative technologies that maximize membership and education.

- Identify, develop and launch educational resources through a multifaceted media platform.
- Enhance member communication and social community groups through a state-of-art media platform.

Strategic Initiative 3#

Promote the importance of the surgical technology profession.

- Create and implement a campaign for public awareness.
- Introduce and educate young adults to the surgical technology profession.
- Develop or maximize strategic partnerships amongst industry organizations to promote awareness and recognition of the profession.