

Pulling it all Together

AIHA Strategic Direction
Pittsburgh Local Section
February 18, 2015

AIHA Envisioned Future

What will allow AIHA to fulfill its mission to protect worker health while ensuring a sustainable stream of resources for doing so?

Right-Sizing

- AIHA becomes focused on:
 - Cultivating community of IH professionals
 - Intentionally translating/repackaging and exporting IH knowledge to other allied professionals engaged in protecting worker health, resulting in a growing customer base and increased revenues.

Focused Partnerships and Alliances

- Create a coalition of like-minded organizations committed to protecting worker health in order to:
 - Unify diverse specialized associations
 - Combine forces to achieve better results

Prioritized Focus Areas

- Organization-driven content strategy
- Create personalized premium member benefits
- Science collaborations to produce new content
- Align resources to support career stages
- Local Section support system
- Convene scientific summit

Personalized Premium Member Benefits

- Not revamping entire member benefit package
- Creating new offerings that provide value and for which members would pay a premium
- Could include additions/changes to some existing benefits, new benefits, discounting existing benefits to drive volume, etc.

Science Collaborations to Produce New Content

- Source of new revenue opportunities
- Offer cost-effective programming
- Broader access to content
- Supports members in broad OEHS responsibilities

Align Resources to Support Career Stages

- Support members at various stages of their careers
- Unify student-focused activities across AIHA to support greater level of engagement
- A task force has developed career path stages... and now working to align products, services, website, etc.

Local Section Support System

- Better address diverse needs
- Look at partnering with strong LS
- Focus on assisting struggling LS with delivering value to their members
- Strengthens profession at all levels

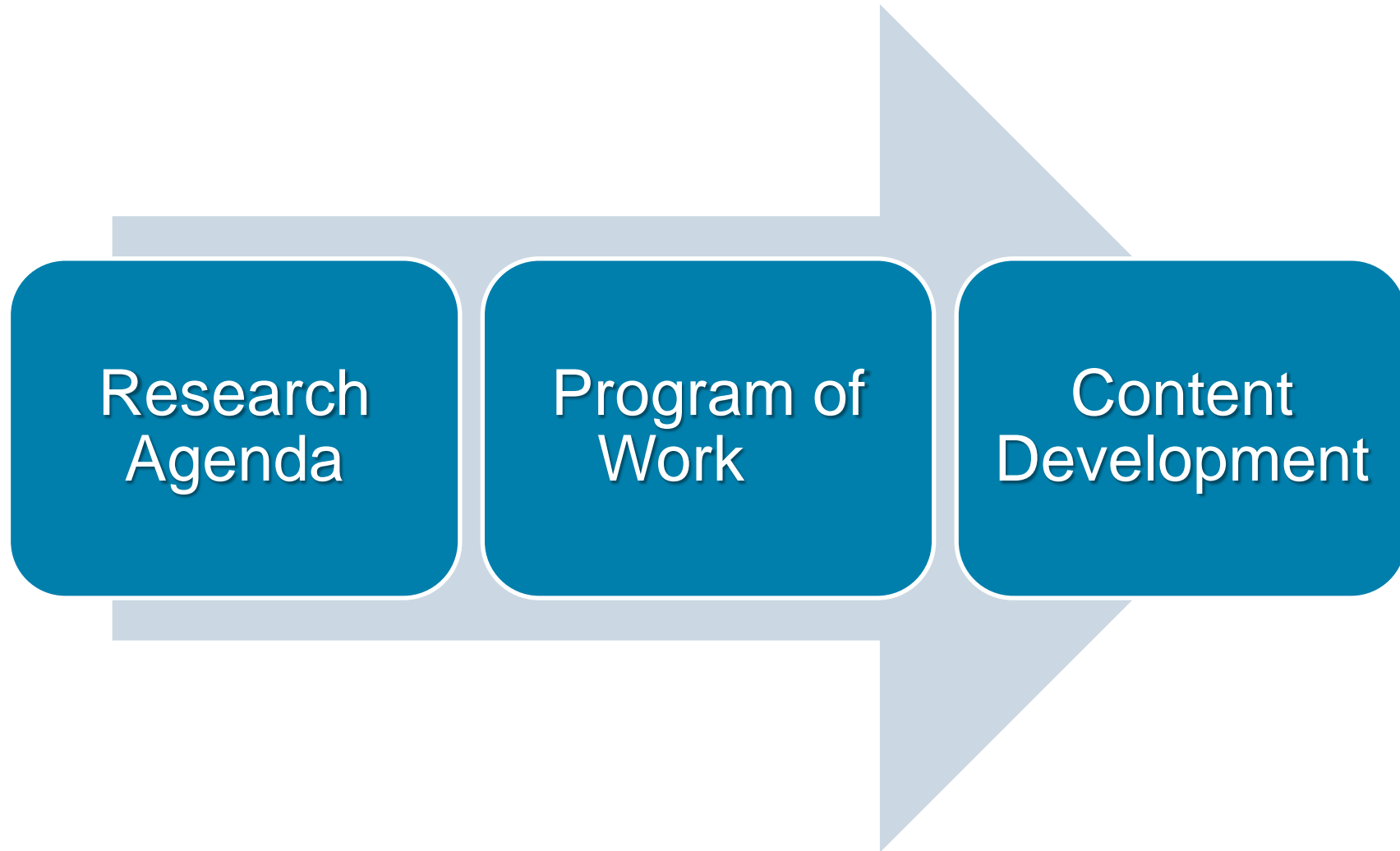
Convene Scientific Summit

- Contingent on other focus areas
 - Content development strategy
 - Science collaborations
- Exploring possibilities and options for 2015-16

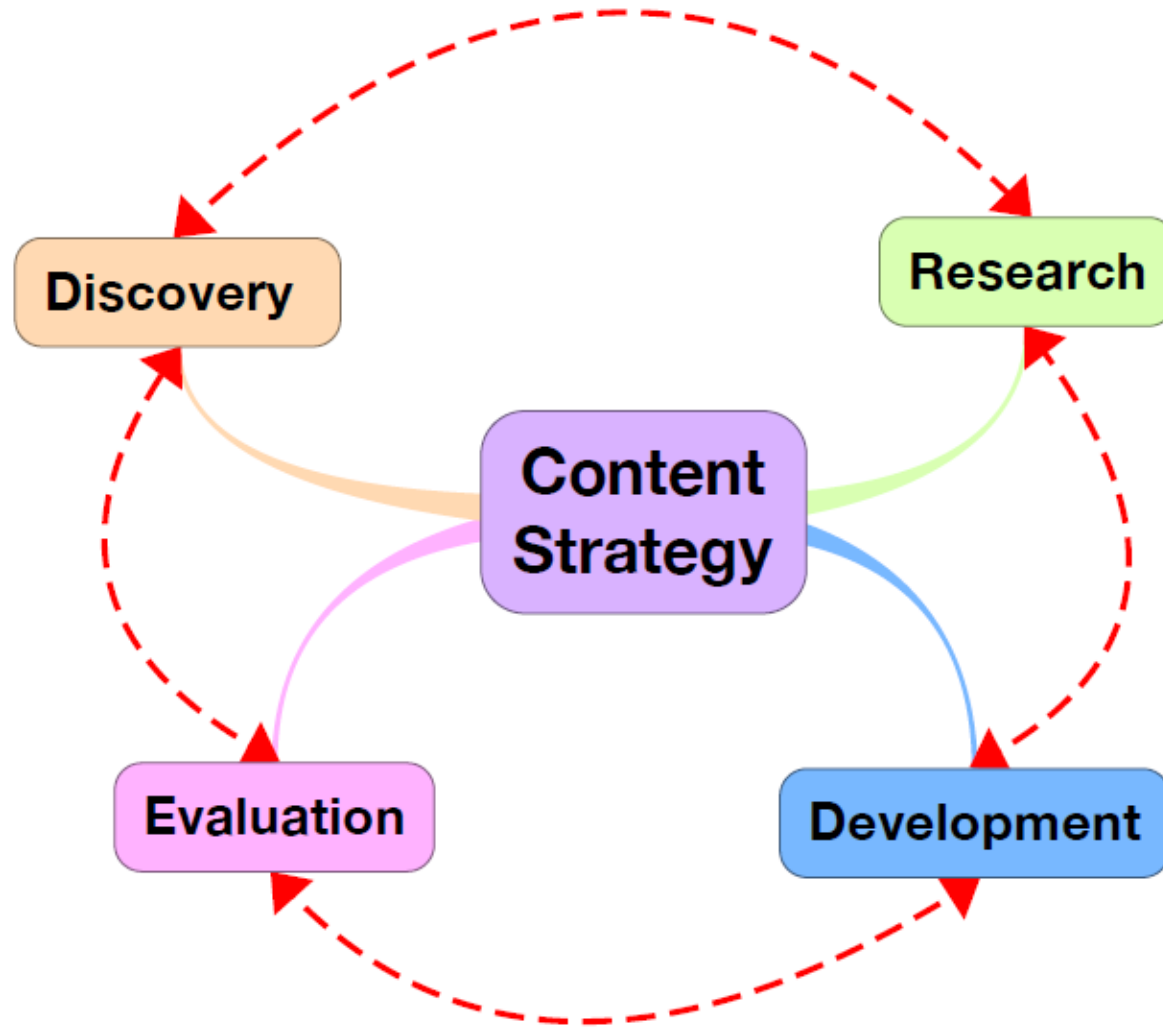
Organization-Driven Content Strategy

- Develop organization-wide program of work that provides guidance in focusing volunteer efforts
- Develop a research framework to inform the program of work
- Future PPSA development aligned with needs of profession
- Realignment of current organizational structure and how content decisions are made
- Opportunity to better honor unique contributions of all stakeholders

Organization-Driven Content Strategy

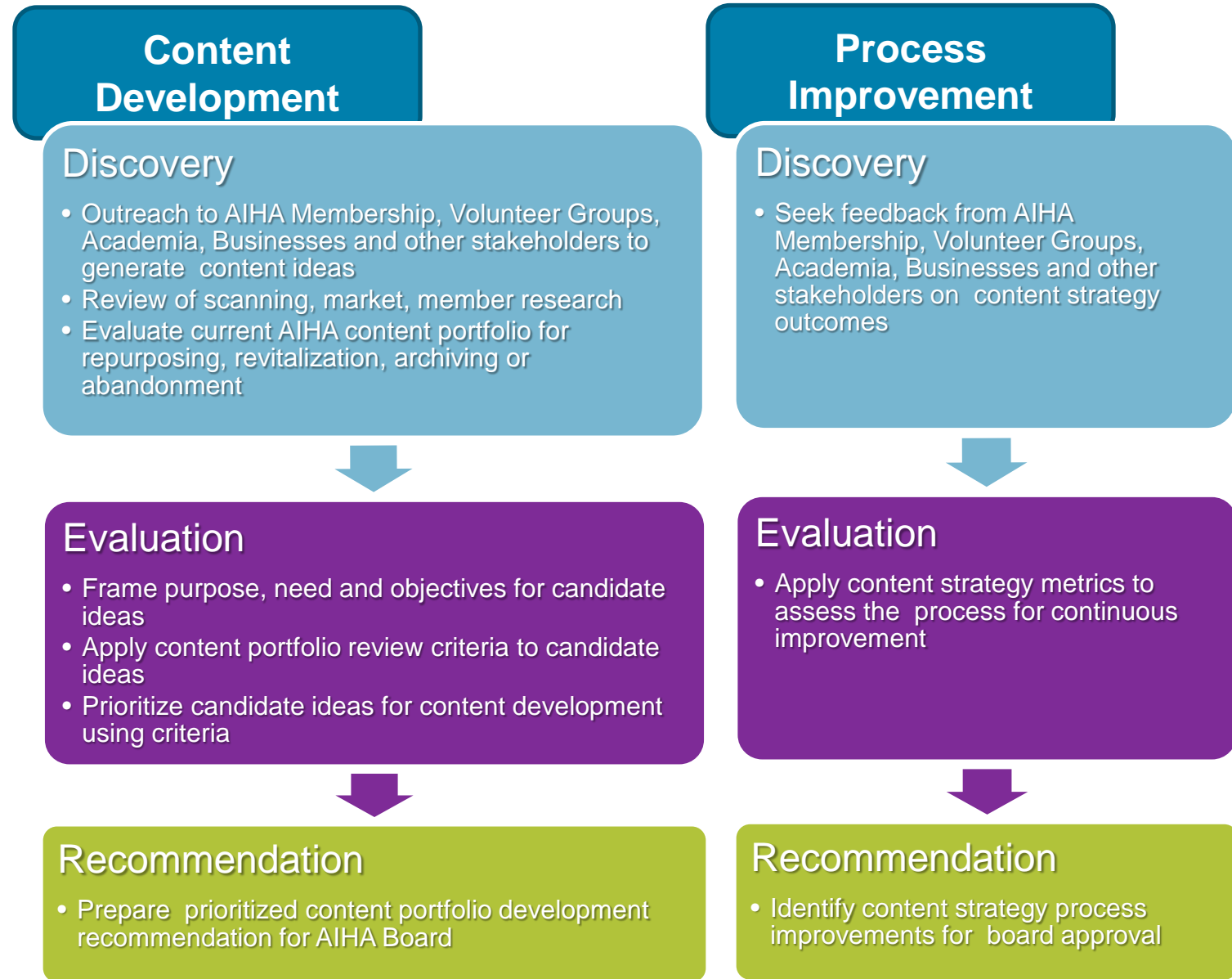


Vision for the Content Strategy Design



Content Portfolio Management Team: Role, Relationships, Qualifications

The AIHA Board should create a Content Portfolio Management Team to discover, explore, evaluate and recommend content development priorities to the board for annual investment. (See diagram.)



Recommended Content Priorities

Ranked Priorities

- 1. Hazard Banding / OEL Process**
- 2. Sensor Technologies**
- 3. Emerging Markets /Global EHS Standard of Care**
- 4. IH Value Strategy/Business Case Development**
- 5. Changing Workforce Demographics / Environment**
- 6. Big Data, Data Management and Interpretation**

The Questions...

Organization-Driven Content Strategy

What activities could drive AIHA's content focus and dissemination?

The Questions...

Create Personalized Premium Member Benefits

What might be some value-added benefits for different member segments?

The Questions...

Science Collaborations to Produce Content

How could AIHA build/lead a coalition to advance IH science?

How could AIHA engage in partnerships to facilitate member access to broader content while increasing revenue?

The Questions...

Align Resources to Support Career Stages

What can AIHA do to support career development of members, including students?

The Questions...

Local Section Support System

In what ways could AIHA strengthen partnerships with local sections to increase value and community?

The Questions...

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Any thoughts?

What is Next?

- Meeting of the Strategic Direction Task Force
- Leadership Workshop
- Anticipated recommendations by summer 2015...