

2007 STRATEGIC PLAN SLEEP RESEARCH SOCIETY (SRS)

INTRODUCTION

The previous Sleep Research Society strategic plan (2004) focused on meeting member needs by strengthening organizational structure and establishing a foundation and a small grants program. This new strategic plan was initiated to develop strategies for the continued viability and growth of SRS during a period of exceptional opportunity and challenge. As a young field, there are unique challenges to the SRS. While the early days of modern sleep research were characterized by rapid advances in scientific knowledge, today the field is characterized by rapid growth in both clinical and academic sleep medicine. The changing landscape raises critical questions that SRS needs to answer, including the following:

- As a consequence of the shift of growth from basic research to sleep disorders medicine, are SRS programs that were once critical to advancing sleep science still relevant?
- Are the society's training programs effective? Do they meet the needs of the field now and in the future?
- The SRS has not traditionally been an organization that worked to influence public policy. Should it now develop and/or actively promote evidence-based, public awareness programs to affect public policy?
- In its early years, the SRS was the only professional organization in the field. Now there are many organizations that have interest in sleep, each competing for scarce resources. Should the SRS partner and/or form coalitions to advance the field? More importantly, how should the SRS position itself to remain and be recognized as the leader in the sleep research field?
- With declining financial support for sleep research at many levels, what role should the SRS play with respect to issues that affect funding?

The plan presents strategies that will go a long way toward answering these questions and others that are important to the field. Although the SRS has the capability to accomplish any of a number of far-reaching goals, realistically the SRS does not possess the resources to "do everything." By focusing effort on well-defined goals, this strategic plan will help assure that the SRS is positioned to advance the field of sleep research as a viable, fiscally healthy, and highly relevant organization.

VALUES

The following values will guide the society's behavior and operations. The Sleep Research Society values:

- Sleep research and its translation into clinical practice, public policy, and health education.
- Education in sleep science and sleep medicine.
- Credibility, integrity, and leadership in sleep research and sleep medicine.
- Partnering with the American Academy of Sleep Medicine and other organizations that support SRS goals.

MISSION

The Sleep Research Society fosters scientific investigation, professional education, career development, public awareness, and evidence-based health policy in sleep science and academic sleep medicine.

PLAN ASSUMPTIONS

- Three-to-five year time horizon
- Five to ten percent per annum growth in membership
- Moderate growth in revenue
- Substantial investment in initiatives
- Continued strong partnership with AASM

GOALS AND STRATEGIES

Goal 1: To advance our field, the SRS will enhance career entry, career development, and professional education at all levels in sleep science and sleep medicine.

Strategy 1: The SRS will encourage the development of academic sleep centers with reasonable financial autonomy and integration of research, education, and patient care across departmental lines.

Action 1: Explore partnership with AASM.

Strategy 2: The SRS will grow membership by identifying potential new members and actively recruiting those from other fields.

Action 1: Continue the Trainee Symposia Series, and re-design the existing program.

Strategy 3: The SRS will provide effective assistance to members and potential members throughout stages of career development.

Action 1: Develop intensive courses on sleep research methodology and symposia to assist new faculty in sleep science. SRS will offer career development courses every other year.

Action 2: Assist members in T31/32 applications through instructional workshops and other means of SRS support.

Action 3: In partnership with other organizations, as appropriate, the SRS will record and preserve the heritage of the field of sleep research and sleep medicine.

Strategy 4: The SRS will continue to review and develop quality, innovative educational products and programs for sleep scientists

Action 1: Update and enhance the SRS educational products and develop new ones to build revenue streams for the organization.

Action 2: Implement web-based programming for sleep research.

Strategy 5: To educate and attract external audiences, the SRS will focus educational efforts on health care practitioners, scientists in allied healthcare fields, and undergraduate curricula.

Action 1: Develop methods to help educate health care practitioners about sleep science by developing course lectures and an undergraduate curriculum.

Goal 2: The SRS will advocate for the funding of, and infrastructure development for, sleep research and training.

Strategy 6: The SRS will strongly advocate for funding of sleep research and training.

Action 1: Identify existing opportunities at federal government, private foundations and industry.

Action 2: Educate members on existing funding opportunities.

Action 3: Promote additional funding opportunities for research at all levels.

Action 4: Provide limited funding opportunities to members from the SRS Foundation in the form of seed grants and bridge funds designed to initiate or maintain successful sleep research careers.

Action 5: Regularly meet with the Institute directors and promote funding opportunities in sleep research.

Strategy 7: The SRS will encourage institutional and academic structures which provide a favorable environment for sleep research and training.

Action 1: Explore opportunities to work with SDRAB

Action 2: Assess necessary staffing requirements and/or Washington representation.

Goal 3: To improve health and safety, the SRS will use research evidence to advocate for sleep related public awareness and public policy.

Strategy 8: The SRS will advocate at the state and national level for policies and legislation regarding drowsy driving.

Action 1: In 5 to 10 states introduce legislation addressing “drowsy driving.”

Strategy 9: The SRS will advocate at the state and national level for policies and legislation regarding resident physician work hours.

Action 1: In 2-3 states reintroduce medical resident work hours legislation.

Action 2: Urge JHACO to address fatigue as part of its patient safety goals.

Strategy 10: The SRS will monitor outcomes of sleep research that guide public policy.

Action 1: Consider staff requirements necessary to undertake sleep and public policy coordination at its national office.

Action 2: Organize the publication of white papers on issues related to sleep and public policy.

Action 3: Charge the SRS Task Force on Sleep and Public Policy with identifying additional high priority sleep and public policy issues and present them to the SRS Board of Directors for consideration.

Goal 4: The SRS will improve the involvement and effectiveness of its members and committees in its organizational structure.

Strategy 11: The SRS will continue to develop future leadership for its organization.

Action 1: Develop evaluation techniques for overall committee effectiveness, section effectiveness and Board effectiveness.

Strategy 12: The SRS will work to optimize its organizational structure to align with the strategic plan

Action 1: Review Strategic Plan as a Board agenda item for each SRS Board meeting.