

Strategic Plan 2024-2029



AMERICAN
BRAIN
COALITION

Approved on August 23, 2023

Vision

To improve the lives of *all* people impacted by brain diseases and conditions.

Mission

We seek to advance understanding of brain functions to reduce the burden and stigma of brain diseases and conditions in order to improve lives of impacted people by:

- 1. Convening** organizations that provide brain research and treatment to create a sustainable platform for advocacy, innovation and solutions.
- 2. Leading** collaboration through member recruitment, engagement and outreach, to develop expertise, strategies, processes and policies.
- 3. Engaging** the public, its representatives, and other stakeholders to enhance awareness, provide public advocacy, defeat stigma, and advance research opportunities.

Aspirational (10-year) goals – what we strive to be

1. Be highly relevant to our members (Convening).
2. Increase diversity to look like the US (Convening).
3. Increase public visibility and influence to help substantially increase funding of neuroscience research (Leading).
4. Influence the regulatory process to speed translation of neuroscience research into life changing therapies (Leading).
5. Be highly engaged within our members and with like-minded organizations (Engaging).

Initial strategies – how we reach toward our aspirations

1. Expand our outreach capabilities.
 - Increase our workforce.
 - Optimize our efficiency.
2. Better engage and empower our board and members to contribute to achieving goals (active, not passive, participants).
 - Improve communication and transparency.
 - Stay focused on mission and goals.

5-year goals, metrics and tactics

CONVENING

Aspirational goal: Be more relevant to our members.

1. Increased Overall Membership Retention (2023=15% drop) **1-year=10%, 3-year=7%, 5-year=5%.**

Strategy – 1) expand outreach: *Tactics* - Individual outreach (phone calls/in-person mtgs); membership satisfaction surveys; grant supported membership opportunities.

2. Increased membership participation in meetings (current average=28%) **1-year=35%, 3-year=50%, 5-year=75%.**

Strategy – 1) expand outreach: *Tactics* - Bring in interesting/relevant speakers and topics.

3. Increased membership participation in:

a. **eNews** (current average=30%) **1-year=40%, 3-year=60%, 5-year=75%.**

Strategy – 1) expand outreach: *Tactics* - individual phone calls with member communications teams; improve quality.

b. **Social Media** (current=75%) **1-year=85%, 3-year=90%, 5-year=95%.**

Strategy – 1) expand outreach: *Tactics* - individual phone calls with member communications teams.

c. **Podcast series** (current=14%) **1-year=25%, 3-year=50%, 5-year=75%.**

Strategy – 1) expand outreach: *Tactics* - individual outreach to schedule; improve quality of series

CONVENING

Aspirational goal: Increase organizational diversity

1. Increased # of groups we represent (current=134) 1-year=150, 3-year=175, 5-year=200.

Strategy – 1) expand outreach: *Tactics* - Individual outreach while –

a. Increasing professional diversity

- *Tactics* - Individual outreach (current=31) 1-year=35, 3-year=40, 5-year=45.

b. Increasing # academic members (current=6) 1-year=9, 3-year=12, 5-year=15.

- *Tactics* - individual outreach; advertise with AUPN.

c. Increasing disease specialties (current=78) 1-year=90, 3-year=110, 5-year=125.

- *Tactics* - individual outreach.

d. Increasing minoritized (under-represented) group members (current=0) 1-year=5, 3-year=9, 5-year=12.

- *Tactics* - individual outreach; create a Diversity Committee.

2. Increase sociodemographic diversity of board members (current=TBD) goal by year 5=US demographics (see Excel file).

Strategy – 1) expand outreach: *Tactics* - Nominations Committee recommendations and outreach; consultant to help

LEADING

Aspirational goal: Increase public visibility & influence to help increase funding of neuroscience research

- 1. Increased participation in CNC briefings** (current=125virtual/70in-person) 1-year=135/90, 3-year=150/105, 5-year=175/125.
 - Strategies – 1) expand outreach & 2) engage/empower: *Tactics* - create interesting topics/speakers; individual outreach.
- 2. Increased participation in other Caucuses** (current=0) 1-year=2, 3-year=4, 5-year=5.
 - Strategies – 1) expand outreach & 2) engage/empower: *Tactics* - individual outreach.
- 3. Increased participation in ABC legislative/regulatory sign-on letters and statements** (current=50 orgs) 1-year=57, 3-year=65, 5-year=75.
 - Strategies – 1) expand outreach & 2) engage/empower: *Tactics* – better member participation, individual outreach.
- 4. Increased participation in Hill meetings** (current=4) 1-year=5; 3-year=6; 5-year=7.
 - Strategies – 1) expand outreach: *Tactic* - schedule earlier.
- 5. Increased participation in legislative alerts to Congress** (current=90; goal=150) 1-year=105, 3-year=130, 5-year=150.
 - Strategies – 1) expand outreach & 2) engage/empower: *Tactics* - individual outreach, more board participation distributing alerts

LEADING/ENGAGING

Aspirational goal: Influence the regulatory process to translate neuroscience research into life changing therapies

Influence the regulatory process to include diverse engagement of people with lived experience
(current=0) 1-year=0, 3-year=1, 5-year=2.

- Strategy – 2) better engage and empower our board/members to: *Tactics* - engage regulatory experts; engage congressional champions; schedule meetings with government agencies.

ENGAGING

Aspirational goal: Increase engagement and outreach within our members and with like-minded organizations

Created & sustained more innovative collaborative platforms (current =3) 1-year=4, 3-year=6, 5-year=8.

- Strategy – 2) engage/empower: *Tactics* - Board and Committee brainstorming sessions; membership surveys.