

# AIHA: an Overview January 2013

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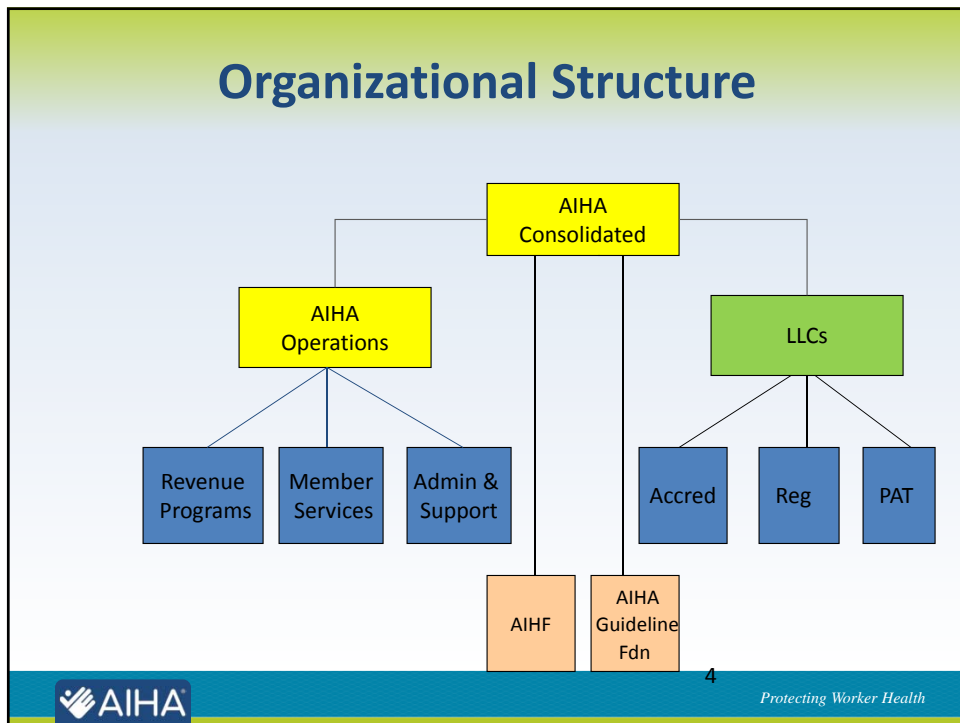
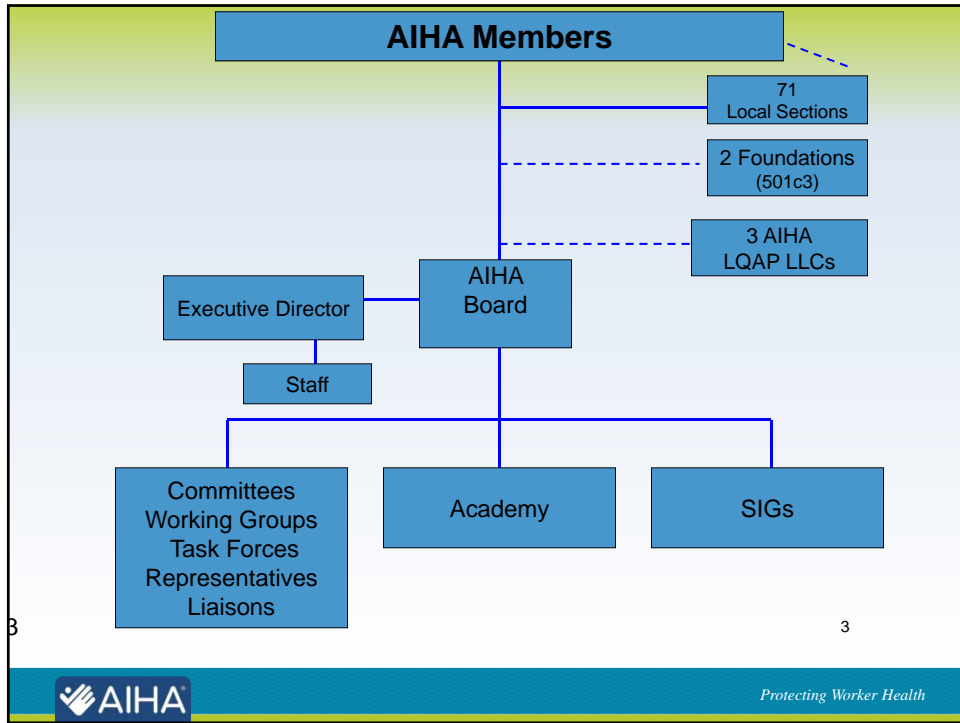


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# AIHA Structure: The Big Picture



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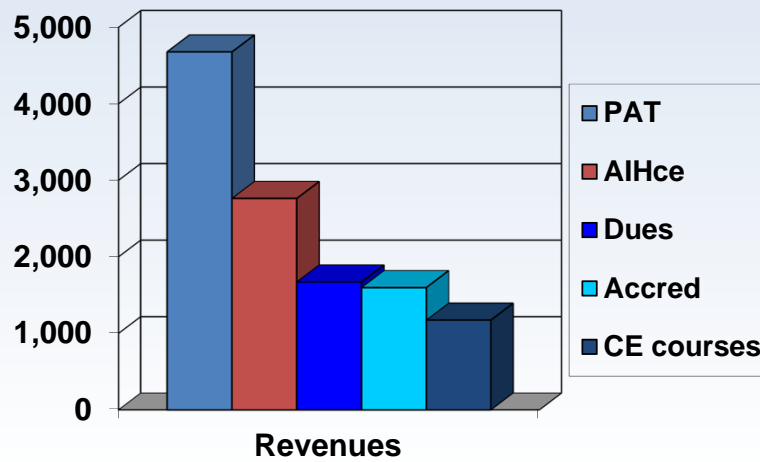


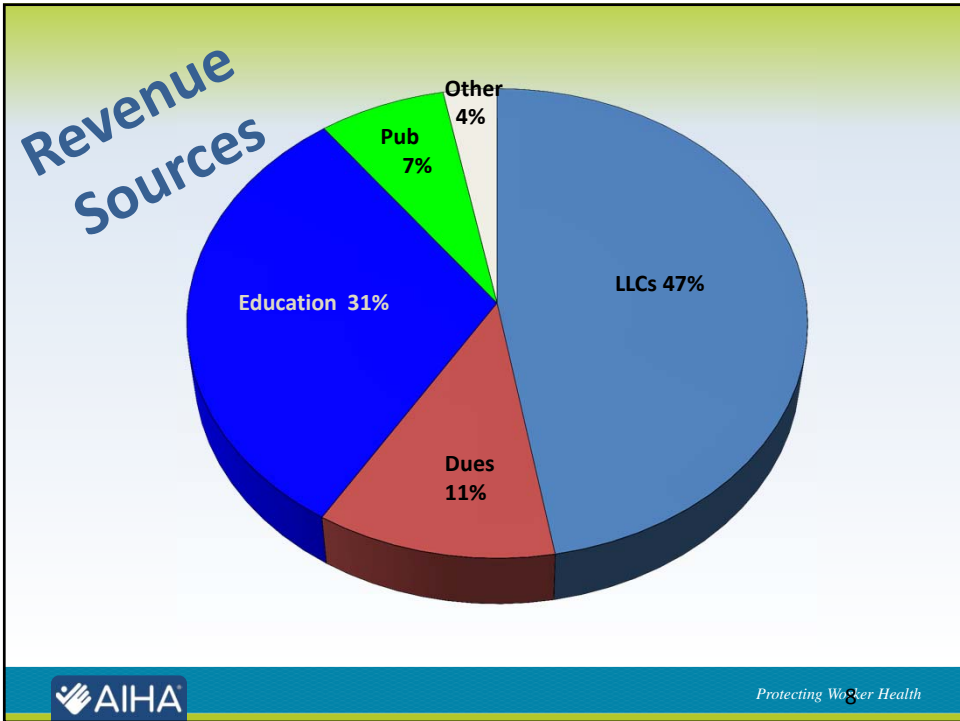
## AIHA By the Numbers

	2012 Budget	2012 Preliminary	2013 Proposed
Revenues	\$ 14,621,000	\$ 14,508,000	\$ 14,724,000
Expenses	14,610,000	14,140,000	14,560,000
Income (Deficit)	\$ 11,000	\$ 368,000	\$ 164,000
IRAT requests	\$ 386,250		\$ 778,000

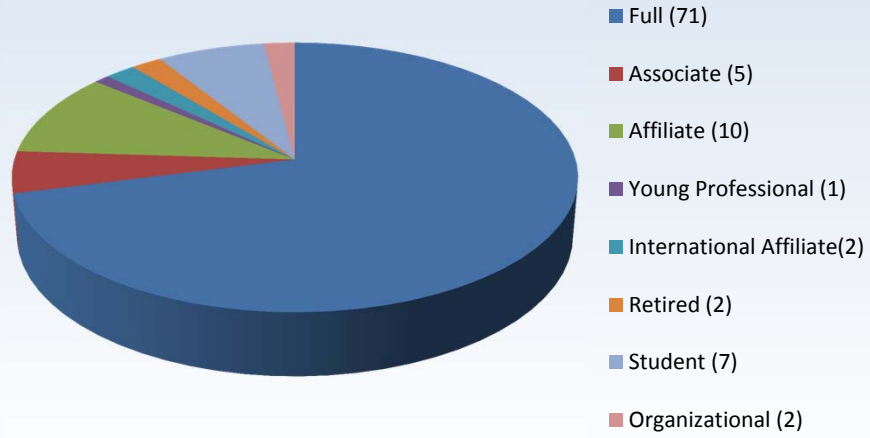


## Our 5 Largest Revenue Programs



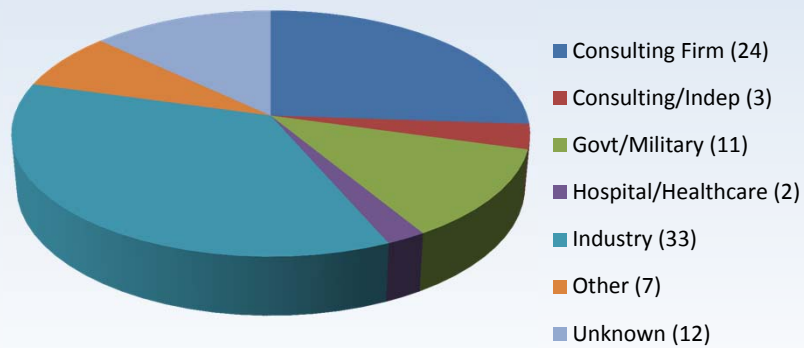


## AIHA By Membership Breakdown



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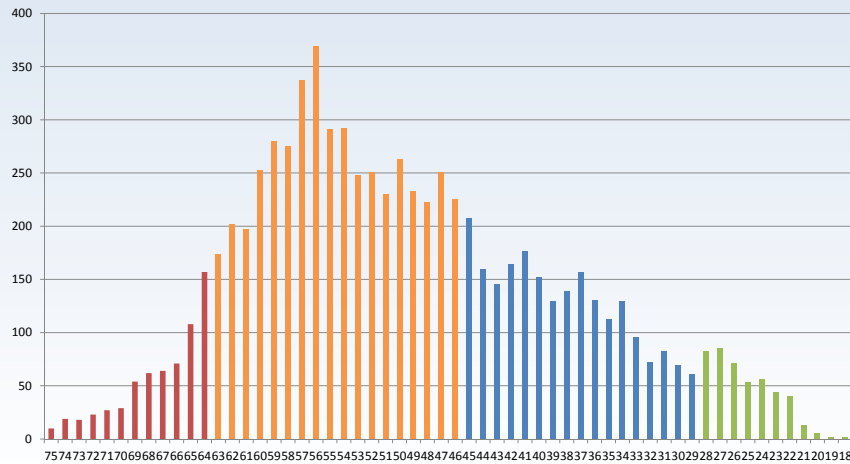
## AIHA Membership By Category



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## Members by Age and Generation

December 2011



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## Roles and Responsibilities

- Boards steer, staff rows
- Rely upon volunteer sweat equity – backbone of associations and certainly AIHA
- Need competent volunteers AND staff to move AIHA forward; healthy tension is good
- Successful association is neither member driven NOR staff driven; it's a partnership



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# AIHA: A Bright Future



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## Envisioned Future

Comprises our vision and ambitious goals  
in pursuit of that vision



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## 6 Approved Envisioned Future Recommendations

1. Organization-Driven Content Strategy
2. Convene Scientific Summit
3. Create Membership 'Bundles' of Premium Benefits
4. Science-Based Content Collaborations
5. Two-Pronged Local Section Support System
6. Align Resources to Support Career Efforts



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## Transformational Change

- Develop organization-wide, cohesive, purposed, prioritized, research-based program of work
- Evolve AIHA business model
- Become more purposeful curators of content
- Improve/change/upgrade value proposition
- “Employ” more SME’s
- Gap analysis of PPSA’s to Core Competencies



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## Breadth is strength AND weakness



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## Next 6-18 Months

- Protect the base
- Technology Deep Dive
  - Web, mobile/digital, social media
- Deep Dive
  - Education- content & delivery
  - Publications
  - Periodicals, Newsletters
- Begin Envisioned Future Implementation
- International Expansion
- Taxonomy/Content Management Project
- Fall Conf = Incubator
- Organization – Wide Communication Plan
- FY13 Budget
- Guideline Foundation Path Forward
- Formation of Product Stewardship Society



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## Take Away's

- External environment (business, demographics) is constantly changing; must adapt strategy
- Next 6-18 months, many projects will be competing for our time and attention
- We will make a major change in the way we develop products in coming years
- We will continue to leverage our breadth of services as a major strength; more purposed



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**Questions?  
Comments?**



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