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# CORE IDEOLOGY, VISION AND STRATEGIC PLAN

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Prioritized Goals  
*January 2008*

# PLANNING STRATEGICALLY

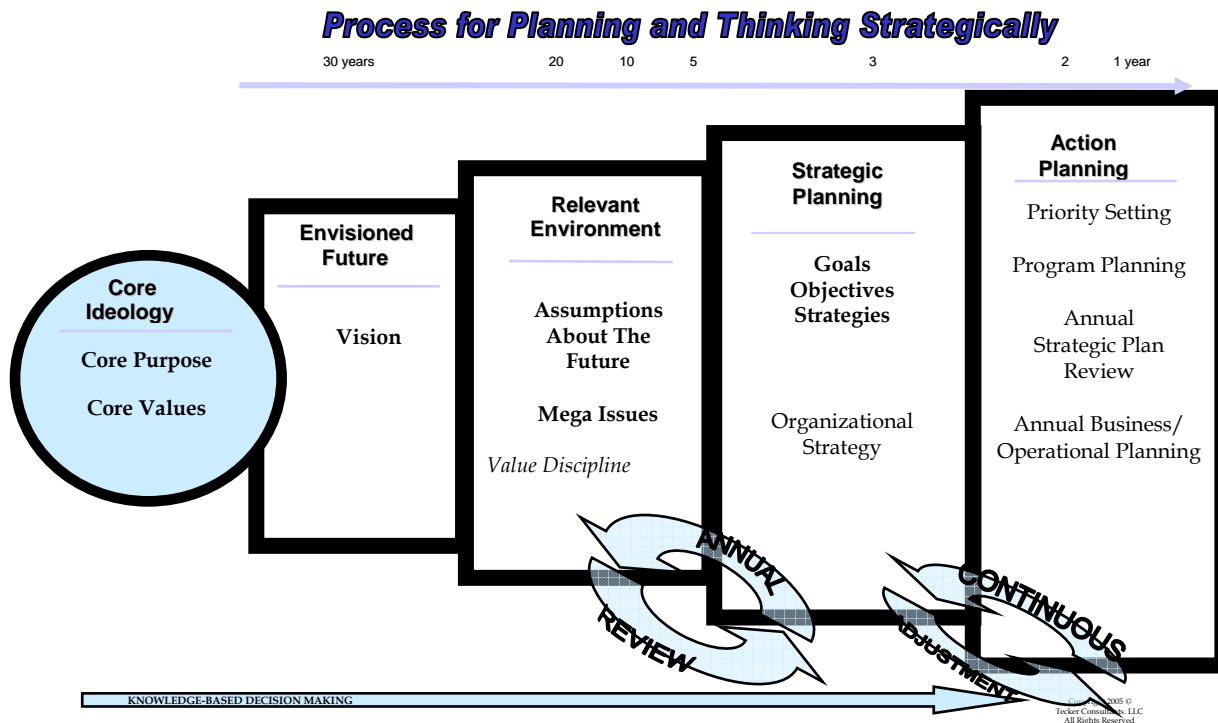
Members of the iSBTc Board, invited guests and senior staff participated in a strategic planning retreat on July 20 & 21, 2007 in Milwaukee, WI. Kermit Eide, Principal Partner, Tecker Consultants, LLC, designed and facilitated the session.

## Background

As a foundation, the iSBTc had conducted a strategic planning process in 2004 and had been utilizing a strategic plan for the subsequent 3 years. In preparation for the next planning retreat, the 2004 strategic plan was reviewed for its relevance and success. After conducting bulletin board focus group discussion boards, membership surveys, strategic planning pre-session planning survey data collection and analysis, the iSBTc Board of Directors and key stakeholders gathered together in Milwaukee, Wisconsin and developed the following plan.

## Planning Framework

The model below serves as a planning framework. The elements in **boldface** were addressed either directly or tangentially in the initial retreat and are included in this document.



# CORE IDEOLOGY

*Core Ideology* describes an organization's consistent identity that transcends all changes related to its relevant environment. Core Ideology consists of two notions: **Core Purpose** – the organization's reason for being – and **Core Values** – essential and enduring principles that guide an organization.

## Core Purpose

To improve cancer patient outcomes by advancing the science, development and application of biological therapy/immunotherapy.

## Core Values

- **Interaction/Integration** - exchange of information and education among basic and translational researchers, clinicians, and young investigators; societies and groups sharing the vision and core values of iSBTc
- **Innovation** - challenge the thinking and seek the best research in the development of biological therapy/immunotherapy
- **Translation** – promote the application and understanding of biological therapy/immunotherapy
- **Leadership** - define what is new and important and effectively communicate it to all relevant stakeholders

# ENVISIONED FUTURE (VISION)

(10 YEAR TIME HORIZON)

*The Envisioned Future or Vision* conveys a concrete, but yet unrealized, vision for the organization. It serves as a clear and compelling catalyst, a focal point for effort. The Vision describes long-range success.

## Vision – External

- Patients treated through biological therapy/immunotherapy experience improved outcomes.

## Vision - Internal

- iSBTc is widely recognized and accepted as the preeminent international scientific organization focused on translational biological therapy and immunotherapy.
- iSBTc is the preeminent venue for interaction and scientific exchange between academia, industry and regulatory and international governmental agencies.
- iSBTc serves as a leading scientific voice regarding regulatory issues and the development of biological approaches for the treatment of cancer.
- iSBTc is organizationally and financially strong and able to seize opportunities to create value for the field and its members.

# STRATEGIC PLAN

## **Goal A: Wide Recognition as Premier Organization**

1. Membership is growing globally
2. Considered the organization of first choice by leaders in the field
  - a. Lead authors advancing the field are members
  - b. People who advance the field join and attend the meeting
  - c. Industry share research results
3. Increased participation by young investigators
4. Increased awareness and understanding of Society resources and programs, in addition to the annual meeting among key stakeholders

## **Goal B: Preeminent Venue for Interaction and Scientific Exchange between Academia, Industry, Regulatory, International Governmental Agencies**

1. Journal impact is highest in the field ( $\geq 8$ )
2. Premier meeting in the field
  - a. Preclinical data related to cancer immunology and immunotherapy presented at meeting, as well as cutting edge Phase I and II clinical trials
  - b. Industry attends meeting to meet with translational researchers
  - c. Increase in fellows, post-docs, and junior investigators
3. High quality presentations at meetings and webinars (provocative, new, ground-breaking, highly interactive, and publishable)
  - a. Increase abstracts
  - b. Increase post meeting publications increase
  - c. Increase participation by investigators from regulatory agencies (US/Intl)
4. Data from meeting is considered newsworthy
5. Increased quality of scientific exchange as measured by outcomes in a follow up survey
6. Increased impact and sophistication of web presence with international acceptance and usage

## **Goal C: iSBTc Serves as the Leading Scientific Voice Regarding Regulatory Issues and the Development of Biological Approaches for the Treatment of Cancer**

1. Widely cited and recognized as the leading scientific voice by several venues, including reference in position papers, editorials, commentaries, and guidelines
2. Invited to other meetings/advisory panels to represent the views of iSBTc
3. Increased international impact, as measured by membership and influence of their views

## **Goal D: iSBTc is Organizationally and Financially Strong and Able to Seize Opportunities to Create Value for the Field and its Members**

1. A stable stream to support growth in current project/programs of 10-15% year
2. A strategic pool of funding to provide a minimum of \$200K per year to debut new innovative programs and interactions
3. Existence of a culture within the Society of decision-making and action based on the vision of the group rather than "task completion"
4. Success in fundraising increases