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| **AAP Strategy Template 2021** |  |  |  |
| **Marker with solid fill Align to AAP Goals** | Pawn with solid fill Determine Strategy | Bullseye with solid fill **Build the Plan** | Gauge with solid fill **Manage Performance** |
| **GOAL #1: Strengthen the Academy’s impact on child health through policy, advocacy, and education.** | Mission: Determine our purpose (mission) |  |  |
| **GOAL #2: Enrich member value and engagement.** | Values: Use your word cloud and culture attachments to build a set of values everyone can support |  |  |
| **GOAL #3: Broaden and diversify pathways for general pediatricians, pediatric medical subspecialists, pediatric surgical subspecialists, and trainees to exercise leadership within the Academy and the broader public sphere beyond pediatrics.** |  |  |  |
| **GOAL #4: Enhance the Academy’s communication with members and stakeholders.** |  |  |  |
| **GOAL #5: Support strong bi-directional relationships, interaction, and leadership development between AAP and state chapters.** |  |  |  |
| **GOAL #6: : Continuously improve AAP member activities in education, advocacy and policy by strengthening the structure and function of committees, councils and sections.** |  |  |  |

**Notes:**