**American College of Toxicology**
**Strategic Map 2020–2022**

Mission: To educate, lead, and serve professionals in toxicology and related disciplines by promoting the exchange of information and perspectives on applied toxicology and

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**GOALS**

- Excellent Scientific Education
- Advance Professional Development
- Advance ACTs Impact

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**OBJECTIVES**

- Ensure Quality and Relevance of the Annual Meeting
- Optimize Educational Strategy and Offerings
- Provide Professional Development for All Career Stages
- Identify and Develop Prospects for ACT Leadership
- Expand Awareness of ACT's Identity
- Increase Membership Value Proposition
- Create a More Diverse Organization

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**KEY STRATEGIES**

- Balance Practical/Emerging Science & Basic/Advanced Education
- Tailored Development Options
- Proactive Recruitment Strategy
- Targeted Internal & External Outreach
- Diversity & Inclusion Work Group

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**KPIs**

- Program Balance & Satisfaction
- Participation in Education Programs
- Member Satisfaction
- Member Volunteer Engagement
- Identity Awareness
- Incremental Internal & External Engagement

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**Resource Strength and Alignment / Operational Excellence**