



2021-2023 Strategic Plan

APPROVED JANUARY 2021



AES[®]

AMERICAN EPILEPSY SOCIETY

Our Vision:

TO ERADICATE
EPILEPSY AND
ITS CONSEQUENCES.

Our Mission:

To advance
research, education and practice
for all professionals engaged in the
understanding, diagnosis, prevention, treatment,
and cure of epilepsy.

Our Values

We are dedicated to improving the lives of people with epilepsy.

We embrace innovation as a foundation for a better future.

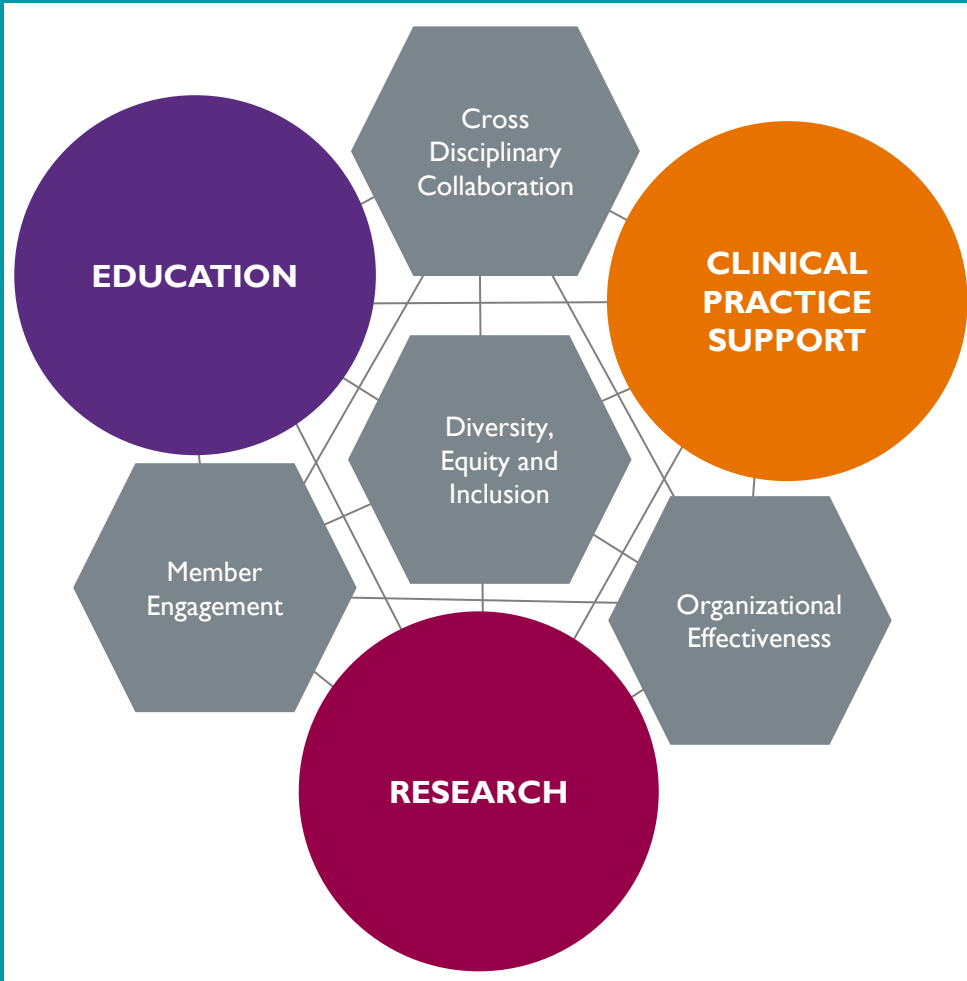
We prioritize inclusivity, diversity and equity as an inter-professional community.

We value collaborating with other organizations that are aligned with our mission to achieve greater results.

We operate with fairness, transparency and integrity, and strive for excellence in everything we do.

AES Strategic Framework

I. Talented Professionals



4. Financial Capacity

3. Latest Information

2. Inclusive Community

Overall Strategic Aims of AES

The fundamental ways we support our mission.

Education: AES is the leader in education about epilepsy and in career development for current and next generation epilepsy professionals.

Research: AES is a recognized leader in setting research direction (basic through clinical), supporting innovation, encouraging collaboration and developing the next generation of investigators.

Clinical Practice Support: AES improves patient care by enabling multi-disciplinary teams to do their best work through information sharing, best practices and implementation guidelines.

Fundamental Value Drivers for our Community

The foundational elements that make our Strategic Aims possible.

To achieve these aims we recognize the importance of continually improving member engagement, diversity, equity and inclusion, cross-disciplinary collaboration and organizational effectiveness as foundational to our long-term success.

2021-2023 Strategic Goals

The 4 most pressing strategic outcomes that require the full organization's support and focus over the next three years.

Over the next three years, we are choosing to focus the full weight of our organizational resources on achieving these four key strategic goals to help move our organization dramatically forward and position AES for ongoing long-term success.

2021-23 Strategic Goals



WHERE WE NEED TO BE
TOMORROW

1. **Talented Professionals:** Attract, develop, retain, and enhance the careers of diverse and talented professionals in epilepsy.
2. **Inclusive Community:** Nurture inclusive engagement across the AES multi-disciplinary community.
3. **Latest Information:** Enable all engaged in epilepsy to effectively understand and apply the latest information to improve best practices.
4. **Financial Capacity:** Cultivate sustainable resources to expand financial capacity for a vibrant society.



Objectives for Goal #1 – Talented Professionals

Attract, develop, retain, and enhance the careers of diverse and talented professionals in epilepsy.

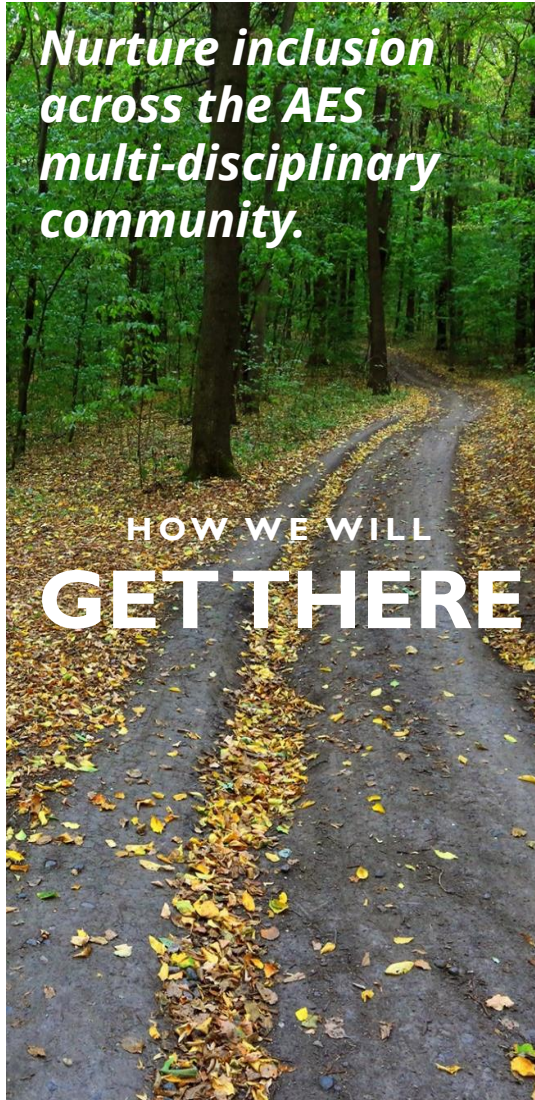
HOW WE WILL

GET THERE

- A. Expand trainee and early career investigator programs to continue to attract, develop and retain early career professionals and encourage them to engage in AES and the profession.
- B. Strategically and proactively ensure full diversity in the specialty from a variety of professional and personal backgrounds.
- C. Create focused resources to develop and retain mid-career professionals, inclusive of providing opportunities for professional collaboration and actively cultivating leaders.
- D. Provide career development opportunities that are appropriate for all professionals within the epilepsy ecosystem.



Objectives for Goal #2 – Inclusive Community



- A. Remove barriers and improve access for all members to programs and volunteer pathways through policies, procedures and practices that create a more inclusive society.
- B. Create cross-disciplinary programs that appeal to all audiences.
- C. Effectively incorporate the patient voice in AES' work.
- D. Define and foster successful collaboration with the patient advocacy community and other epilepsy-related organizations.



Objectives for Goal #3 – Latest Information

Enable all engaged in epilepsy to effectively understand and apply the latest information to improve best practices.

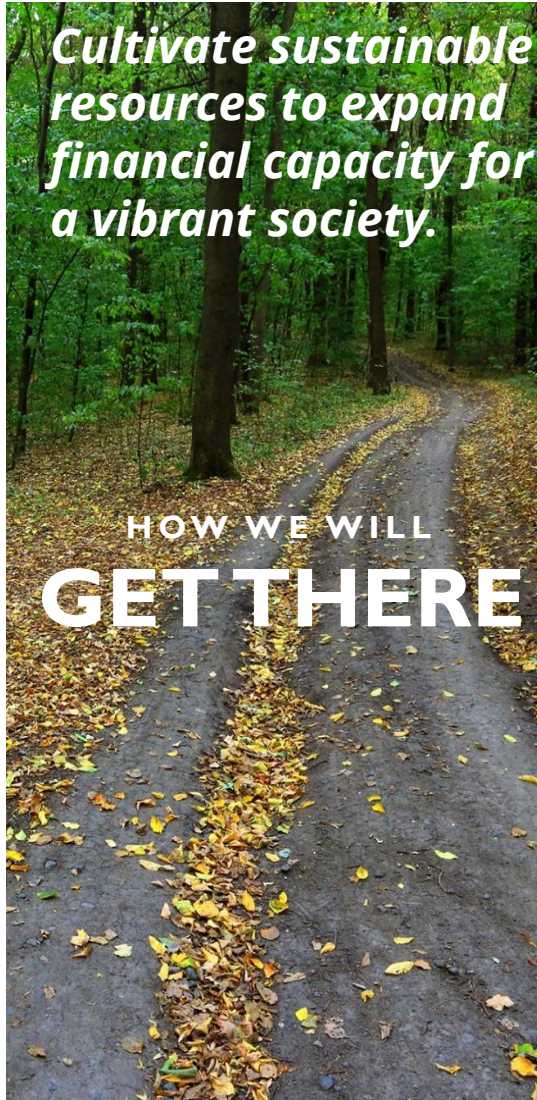
HOW WE WILL

GET THERE

- A. Create meaningful cross-disciplinary interactions between researchers and clinicians to drive innovation.
- B. Continuously identify gaps in knowledge and practice and share evolving information and guidance in these areas as evidence becomes available.
- C. Leverage all avenues of communication, including digital platforms and social media, to reach a broader community with the latest knowledge and discoveries.
- D. Identify and implement tactics that convert evidence-based guidance into practice by delivering them in compelling new ways.



Objectives for Goal #4 – Financial Capacity



- A. Leverage existing assets and programs to reach new audiences, develop new products/markets, and expand revenue and reach for AES.
- B. Diversify and grow revenue streams from new contributors.
- C. Allocate resources to activities with the highest strategic priority and value.



4 Financial Capacity

By expanding our reach and identifying additional revenue opportunities we will cultivate our ability to provide resources to members and maintain a vibrant society.



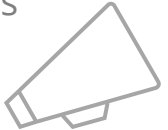
Diversify and grow revenue streams from new contributors

Allocate resources to highest strategic priorities

Leverage existing and new assets and programs to expand revenue and reach

3 Latest Information

In our ever-changing field, access to current information is essential, and AES will remain the trusted source for the latest discoveries and evolving best practices.



Continuously identify gaps in knowledge and practice.

Reach a broader community

Create meaningful interactions between researchers and clinicians

Convert evidence-based guidance into practice

2 Inclusive Community

Diversity, equity and inclusion are part of the fabric of our multi-disciplinary community. AES is committed to fostering a welcoming environment for all to learn, network, volunteer, and collaborate.

Create cross-disciplinary programs

Incorporate patient voice in our work

Remove barriers and improve access for all members to programs and volunteer pathways



1 Talented Professionals

AES is a force to attract the best talent to epilepsy and provide targeted support to enhance careers and keep these professionals working in our specialty.



Resources to develop and retain mid-career professionals

Expand trainee & early career investigator programs

Ensure diversity across all professional and personal backgrounds.