AUA VISION: To be the premier professional association for the advancement of professional urologic patient care.

AUA MISSION: To promote the highest standards of urological clinical care through education, research and in the formulation of health care policy.

**American Urological Association, Inc. (Member Focused)**

**STRATEGIC GOAL #1:** Achieve international member acquisition and retention objectives as outlined in Plans.

**STRATEGIC GOAL #2:** Achieve Mexico and AUCA member acquisition and retention objectives as outlined in Plan.

**STRATEGIC GOAL #3:** Become a leader in the development and delivery of content related to the business of urology.

**STRATEGIC GOAL #4:** Advocate for and foster a diverse and inclusive environment within the AUA and the urology practice setting for both members and nonmembers of the global urology community.

**STRATEGIC GOAL #5:** Develop an AUA Leadership & Business Institute including pilot programs as approved by the Board.

**STRATEGIC GOAL #6:** Support AUA advocacy efforts and advance AUA’s legislative & regulatory priorities by establishing and growing AUAPAC with members in accordance with PAC Plan and PAC Board.

**AUA Education & Research, Inc. (Science and Education Focused)**

**STRATEGIC GOAL #1:** Maintain the Annual Meeting as the premier clinical, scientific and practice conference in urology.

**STRATEGIC GOAL #2:** Implement the Publications Educational Business Plan including publishing the new Journal of Urology Open Access peer-reviewed journal.

**STRATEGIC GOAL #3:** Implement International Regional Strategic Plan in support of international membership goal.
AUA Combined Strategic & Operational Priorities 2022-2024

**STRATEGIC GOAL #4:** Develop and implement a urology education program for Advanced Practice Providers.

**STRATEGIC GOAL #5:** Assess and implement Board-approved concepts for medical education learning.

**STRATEGIC GOAL #6:** Establish programs to engage private practice researchers into the urologic research and education community, including developing an Innovation Nexus program for advancing urologic discoveries.

**STRATEGIC GOAL #7:** Establish and sustain a national, specialty-wide clinical registry to enhance quality patient care for the urology community.

---

**Urology Care Foundation, Inc. (Patient/Public Focused)**

**UCF VISION:** Be the leader in improving health care for urologic patients worldwide by supporting research, providing education and advancing humanitarian initiatives.

**UCF MISSION:** We support the improvement of urological care by funding research, developing patient education, advancing humanitarian initiatives and pursuing philanthropic support.

**STRATEGIC GOAL #1:** Effective UCF Face/Name Recognition- Implement Campaigns to Increase UCF Recognition.

**STRATEGIC GOAL #2:** Expand Programs and Fundraising Internationally including developing AUA and UCF humanitarian and international research strategies.

**STRATEGIC GOAL #3:** UCF Board Development - Populate and orient UCF Board Positions.

**STRATEGIC GOAL #4:** Achieve a UCF break-even (or better) budget from operations, with the exception of utilizing draw-down funds that have not achieved their previous endowment funding goals.
2022 Organizational Efficiency & Effectiveness Focus Areas

1. Cash Management Planning & Implementation (Completed)
2. COVID-19 RTO/WFH Transition (Completed)
3. HQ Occupancy Cost Assessment (Deferred)
4. Accounts Receivables/Procurement Efficiencies (Deferred)
5. Establish New DC Advocacy Office Lease (Completed)
6. Workforce Management & Executive Teambuilding Phase 3 (Completed)
7. Personify Association Management Upgrade: Phases 2 (Completed)
8. Personify Association Management Upgrade: Phases 3 (In-Progress)
9. Implement ACCME Revisions to Standards for Commercial Support (Completed)
10. Develop & Implement “AUA Library” for the new ABU Continuing Urological Certification (CUC) Pilot Program (Completed)