

2011 Priorities

Maintaining strategic focus to build a sustainable future

- Keep strategic focus and assure relevance by anticipating the needs of the scientific and engineering community AIP serves.
- Continue the transformation from a traditional scientific publisher and publishing services provider to an innovative market leader in the field of scientific communication.
- Inform and influence public policy for STM publishing in the interest of AIP and the scientific community AIP represents.
- Link programs and management decisions to their funding as well as their financial consequences.
- Grow and secure new funding for PRC programs. Measure impact of the programs to assure accountability and transparency.
- Invest in the future while balancing the operational, financial and strategic management and direction.

Supporting scientific community

- Support and lead the physical sciences scientific community through relevant PRC programs and activities that cater to the informational and professional needs of the Member Societies, their members, the academic sector and other members of the community.
- Promote advancement of research in physics and allied fields because of the importance and relevance to the economic well-being of society, reaching key audiences such as policy makers, students, and the public.

Maintaining global focus

- Grow AIP influence and business in China and other parts of the world. Increase AIP's global footprint through expanded presence and access to global markets and by seeking and deploying strategic partnerships, strategic use of AIP global brands (Physics Today, AIP Journals, Scitation, UniPHY), etc. Extend the global reach of PRC programs.

Driving innovation

- Innovate programs, products, and business models to serve a greater spectrum of the community in a sustainable way.
- Innovate systems and processes within—to achieve advantage through streamlining, standardization and smart technological choices.

Choosing collaboration and partnerships

- Design and refine the AIP Partnerships win-win value proposition. Improve the competitiveness of AIP Partnerships offerings.
- Leverage resources by forging new partnerships: for example, with leading technology companies to drive innovation, with societies and associations around the world to drive content acquisition.
- Achieve broader impact in policy and in outreach programs to the scientific community by collaborating/partnering with the Member Societies and aligned other professional organizations and learned societies.

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Delivering sound financial results by driving market and product growth

- Drive effective product and business development programs (new journal development program, online platform growth, etc.)
- Assure relevance to the community as well as AIP sustainability by growing AIP's portfolio of journals and other information-based offerings.
- Explore/uncover new opportunities and markets for AIP's existing, or re-imagined, mature products.
- Increase revenue and market share by maintaining customer (authors, readers, partners, etc.), market, and focus on value by employing significantly improved business analytics capabilities.

Striving for organizational excellence

- Foster, recognize, and award leadership and accomplishment of programmatic and business goals to help build a high-performance culture.
- Complete and assess the effectiveness of the strategic realignment effort in AIP Publishing.
- Develop excellent marketing and sales capabilities to ensure the ability to execute marketing strategies for AIP products and services worldwide.
- Design HR policies and practices to retain and attract the best talent. Deploy and cultivate employee talent to optimize the effectiveness of programs, products, and services.