

Intro from the CEO

Welcome from the JRCERT! Strategic planning is an essential component to an organization's success. It affords the JRCERT the opportunity to not only reflect on past activities and outcomes but be visionary and permit forecasting for future endeavors. To promote transparency, this executive summary provides some insight to the JRCERT's strategic plan, goals, and outcomes.



Strategic Plan Overview

Strategic planning is not a "one and done" event, but a fluid, dynamic process. To maintain accountability, the entire JRCERT staff meets three times a year to spend a week working on only the strategic plan. This dedicated time affords the ability to focus on only the strategic plan work with no distractions. Other practices that enable successful strategic planning is the taking of thorough minutes of the meeting as well as committee meetings. Documentation of progress is also presented to the entire staff for discussion and feedback. Additionally, strategic plan initiatives are incorporated into our daily work, so it naturally becomes normal and not "additional" work.

JRCERT Strategic Plan Goals

The JRCERT current strategic plan has four goals. To attain these goals, each one generally has three to five actionable initiatives or objectives. These goals have been developed by analyzing a SWOT analysis. SWOT is an acronym for "Strengths", "Weaknesses", "Opportunities", and "Threats". SWOT analysis involves looking at information both internally (Strengths and Weaknesses) as well as externally (Opportunities and Threats). These goals, objectives, and strategies are reviewed and revised, if necessary, annually.

- Ensure that the JRCERT is sustainable and prepared to meet the needs of our stakeholders.
- The JRCERT's efforts are transparent and promote accountability.
- Utilize innovative strategies to help ensure the JRCERT is leading in the education and accreditation of radiologic technologists.
- Enhance the relationships of current and potential stakeholders.



JRCERT Outcomes

To assure progress is being made, data is collected and analyzed. Let's look at some of the progress made by the JRCERT for these identified goals and strategies.

Goal 1, Strategy 2

Workshops moved to online for convenience of programs

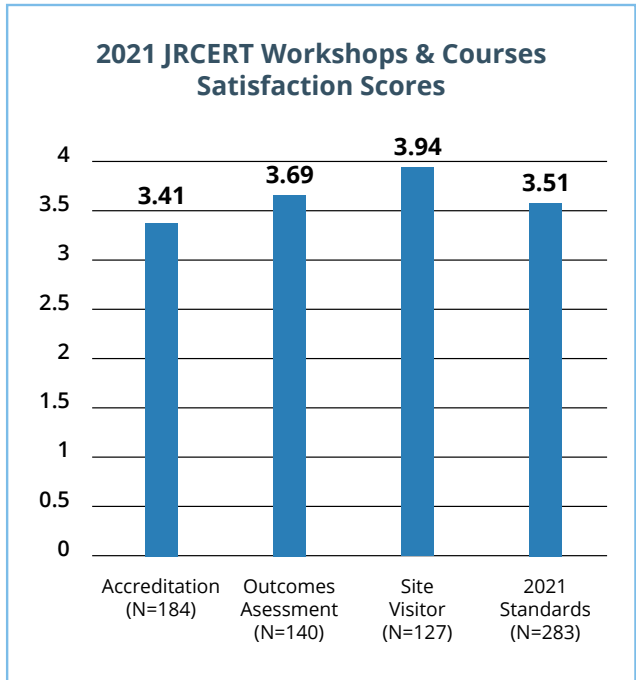
With decreased funding for travel for workshops and the COVID-19 pandemic, the JRCERT determined we needed to make the workshops available online for our programs and site visitors. This was voiced by our communities of interest and has been very well received. While we enjoy being face to face with everyone, it was necessary to offer a different mode of delivery for our professional development activities.

offerings. Check our website for a listing of our professional development opportunities!

Goal 1, Strategy 3

Continue to offer Townhall meetings to keep programs apprised of various issues and record sessions/Opportunity to interact with CEO

During the recent pandemic, communication with our programs and site visitors has been of the utmost importance. Trying to navigate this unique time has been challenging to say the least for faculty and students but providing current information and support has been a priority for the JRCERT. Since these Townhall meetings have been well-received, Leslie will continue to hold them after the spring and fall Board meetings, as long as there is new information to be disseminated.



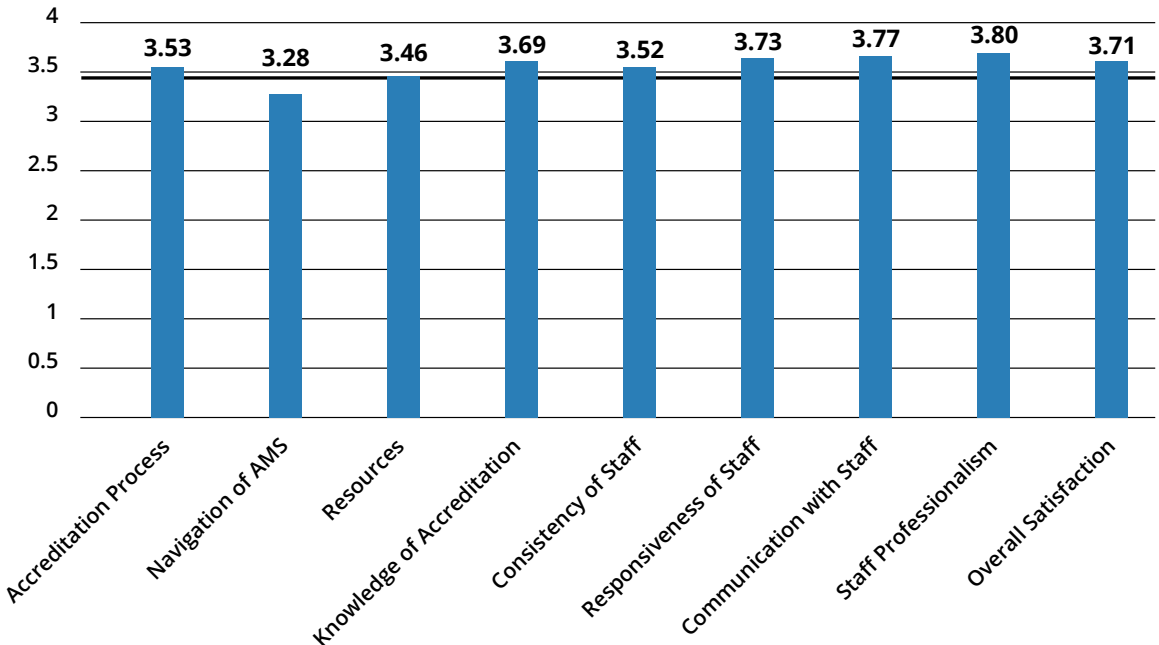
Not only have we been providing webinars for accreditation, outcomes assessment, and site visitors, but we are now offering eLearning courses through our LINK Learning Management System (LMS). We are better able to automate management of certificates of completion, collect information about knowledge through post-tests, and accumulate information of the quality of our

Goal 4, Strategy 4

Portal enhancements and revision of website

The customer satisfaction survey sent to our programs and site visitors revealed high satisfaction with the JRCERT, but an area needing improvement was the Accreditation Management System (AMS) portal. The portal scored a 3.28 out of 4.0 (N=521) which was slightly below our benchmark of 3.3. We recognize that there have been challenges with the AMS portal, so this has been a priority for Goal 4. We want the use of the portal to be as efficient and user friendly for our programs and site visitors, so many enhancements are being completed as we speak. It is anticipated the new portal will be available fall 2021 with instructions and educational materials provided prior to implementation.

2019 JRCERT Customer Satisfaction Results



Conclusion

Strategic planning at the JRCERT has evolved over the years and it is imperative to our success and growth. This process enables us to be reflective of our current state, identify a vision for the future, and develop a path to attain our goals. Please feel free to contact Leslie with any questions or comments regarding strategic planning at the JRCERT. Thank you for your support of programmatic accreditation!

