

AIHA Content Strategy

AIHA will pursue a strategy that clarifies and develops the content we want to be known for. This strategy will accelerate content development and speed to market while minimizing bureaucracy. The content strategy will establish structures and processes that assure investment, sustainability and continuity. Content ideas will be sourced across AIHA and outside the organization and channeled to a Content Portfolio Management Team for vetting and prioritization. This new process will increase the capacity to collaborate within AIHA, including providing a purposeful role for technical committees, and through outreach to other associations. Content development will involve a process for evaluating, updating and archiving content. AIHA will use contract subject matter experts to accelerate content development and supplement volunteer efforts. AIHA will set metrics to determine success, prioritize content development and channel implementation.

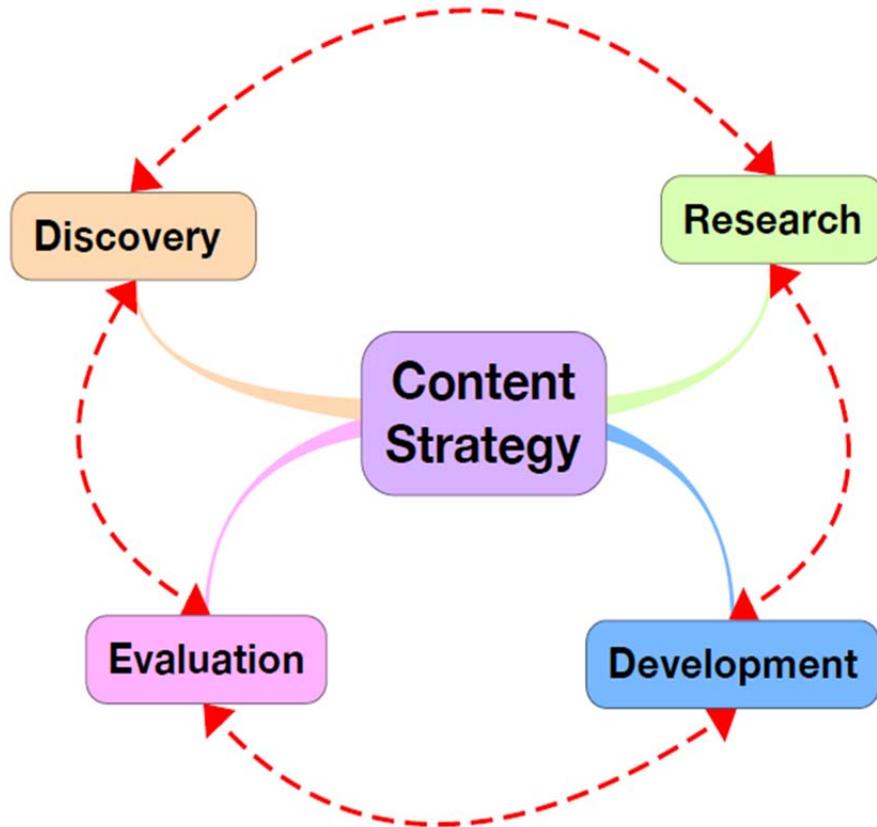
AIHA will execute a content strategy that has four dimensions:

- *Discovery*—Systematic, inclusive and research-based process for identifying content needs and establishing development priorities
- *Research*—Ongoing member and market needs assessments, commissioned projects in applied research to develop tools and translate basic science, and futures scanning and in-depth research to anticipate future IH needs
- *Development*— Annual process to prioritize and invest in a content development portfolio of projects to create, revitalize and repurpose content
- *Evaluation*—Continuous review and management of AIHA content and content strategy outcomes

To implement this strategy, the AIHA Board:

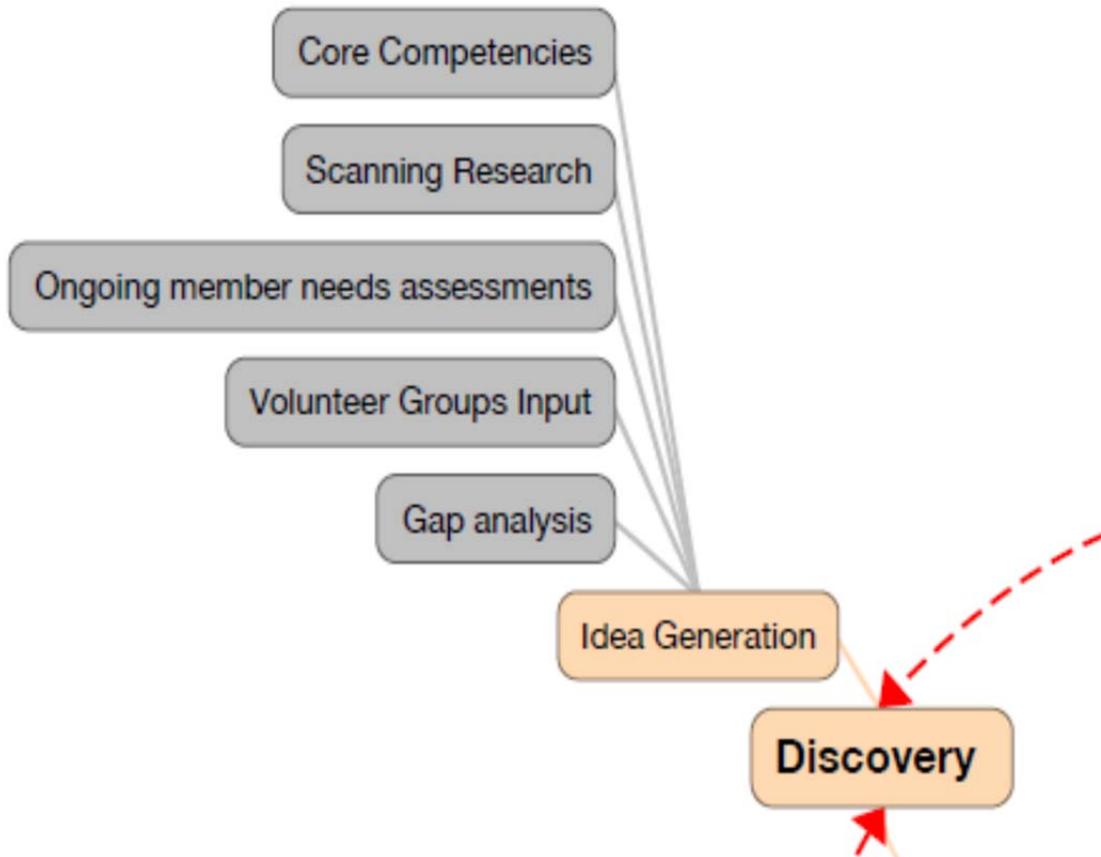
1. Will recruit and select a Content Portfolio Management Team
2. Authorize a research program to support the content strategy
3. Annually review and approve the proposed content portfolio and authorize investments to develop content

Vision for the Content Strategy Design



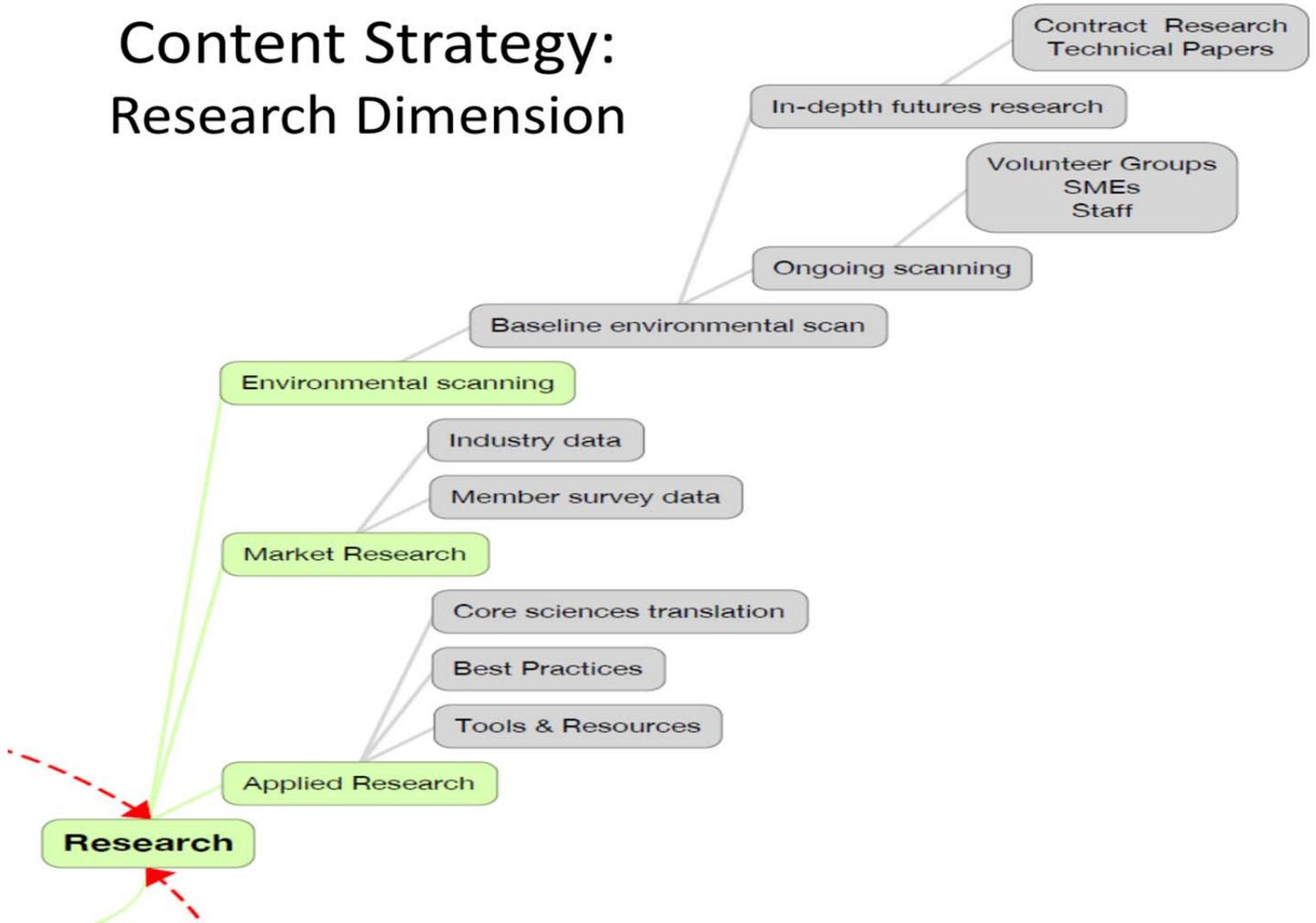
This is the vision for the AIHA strategy once it is fully implemented. The four dimensions of discovery, research, development and evaluation with their major components are shown above. The four diagrams that follow provide more detail on what will occur in each of these dimensions. The four dimensions are interconnected. Once this content strategy is fully implemented, it will be a continuous process with all dimensions operating in tandem.

Content Strategy: Discovery Dimension



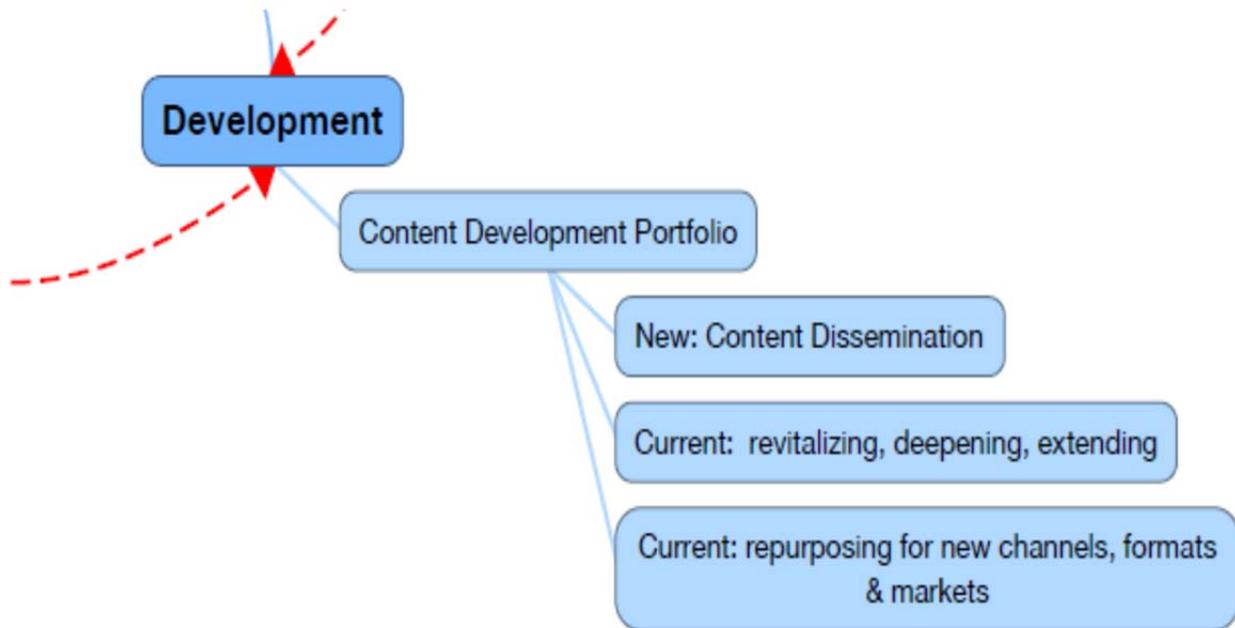
This diagram shows the primary inputs into generating ideas within discovery.

Content Strategy: Research Dimension



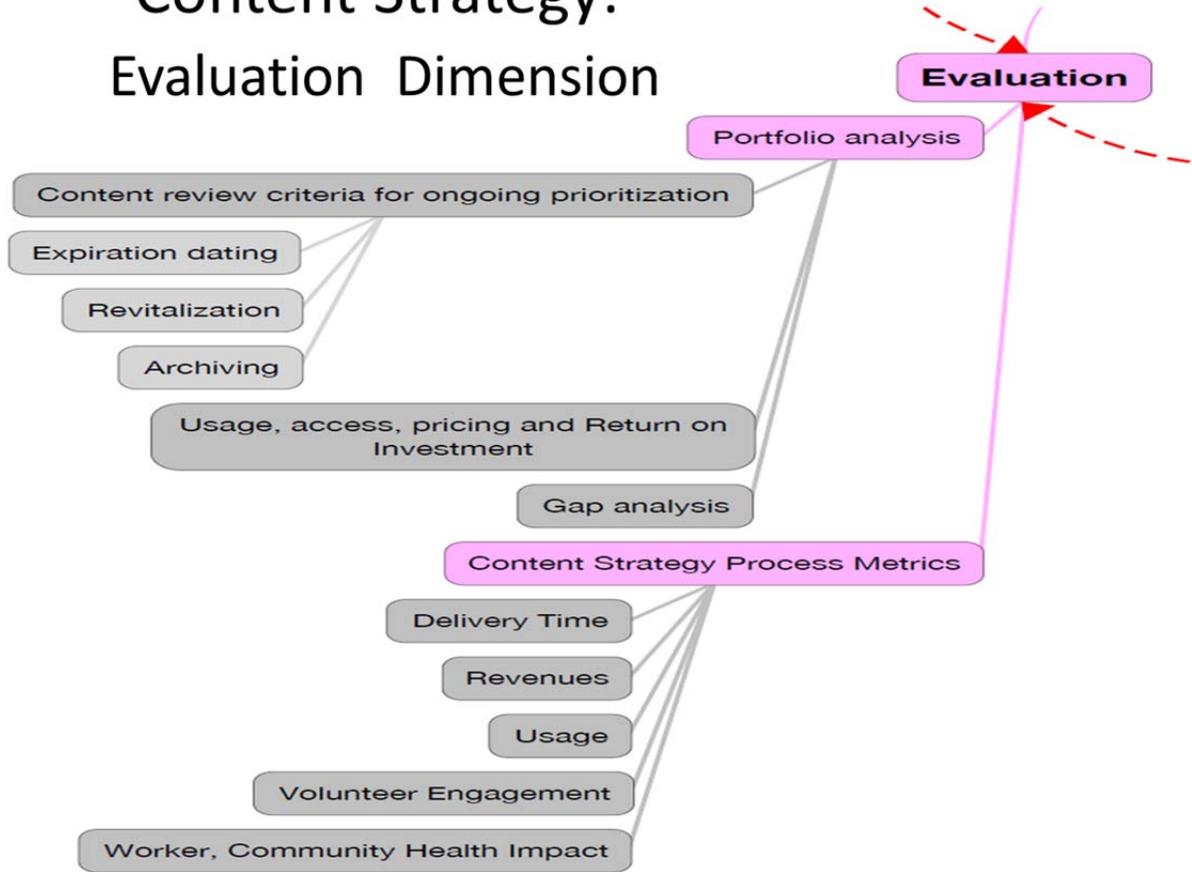
This diagram illustrates the three major aspects of the new AIHA research program: environmental scanning to anticipate future needs and create content; market research to understand current member and customer needs and produce industry data; and applied research to create tools and resources, best practices and translate core sciences.

Content Strategy: Development Dimension

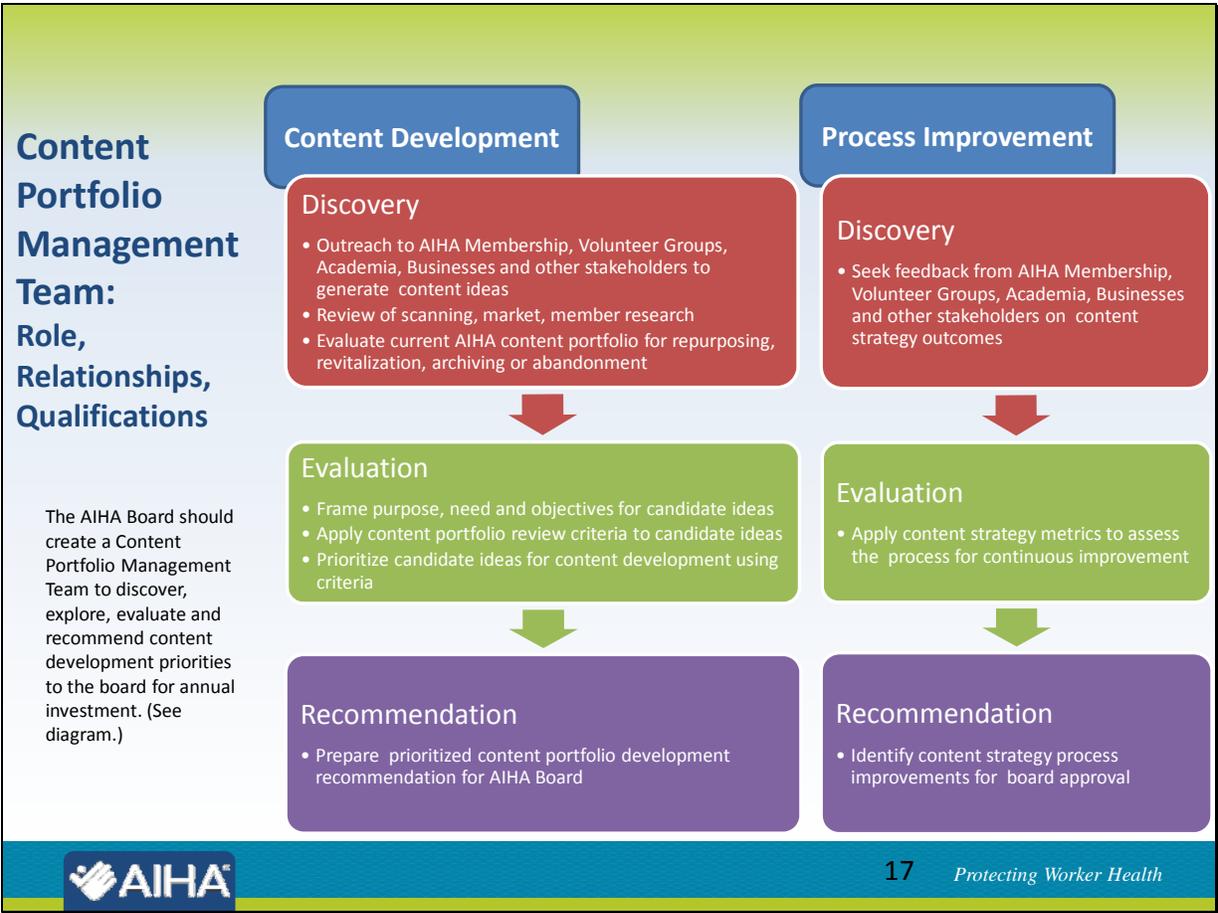


This diagram illustrates the different ways in which AIHA will use a content development portfolio to make new investments in developing and delivering content.

Content Strategy: Evaluation Dimension



This diagram illustrates how AIHA will evaluate and manage its content and how the overall content strategy process will be evaluated to ensure continuous improvement.



Content Portfolio Management Team: Qualifications and Composition

Chosen by formal application, and appointed by the president

- Includes two AIHA board members
- Representing early, mid and late career professionals
- Broad-based industry sector representation, e.g. corporate, academia, consulting, nonprofit and government
- Three year commitment with a future cycle of rotation for service continuity with annual self-assessment