



STRATEGIC PLAN: 2024 – 2027

July 1, 2024 – June 30, 2027

VISION STATEMENT

Provide solutions to global health challenges by advancing research and applications of redox biology.

MISSION STATEMENT

Empowering scientists, health care professionals, and trainees through:

- Advancing world class science to promote wellness and transform patient care
- Development and use of cutting-edge technologies to facilitate research discovery and impact
- Supporting and educating the next generation of scientists
- Fostering a collaborative environment inclusive to all

GOAL AREAS

Area 1: Branding and Advocacy

Committees: Marketing/PR – External, Marketing – Internal, Strategic Alliances & Outreach, Advocacy

*Priority Year 1

Area of Focus	Branding & Advocacy
Statement of Desired Goal Achievement	<ol style="list-style-type: none"> 1. Define redox biology and align with our internal brand. 2. Engage with other scientific societies, physicians, funding agencies, corporations, industry partners, policymakers, governments, and universities.
Indicators of Success	<ul style="list-style-type: none"> • Increased member engagement and recruitment • SfRBM brand dissemination • Increased representation on NIH Study Sections • Increased industry support and participation • Collaborative product development with industry
Strategies	<ul style="list-style-type: none"> • Educational materials that explain the vital role of redox researchers and redox biology in providing solutions for improving human health • Establish models of engagement to interact with these groups

<p>Tactics</p>	<p>1. Publish a series of papers on “What is Redox Biology” - one version for public (scientists) on the role in physiology and pathology, and the history of SfRBM and a different version meant for industry, focused on tools and methodologies, therapeutic approaches. Marketing/PR – External <i>Link to idea of publishing special issues every year and keep industry partners engaged.</i></p> <p>*2. Create a Wikipedia page for “Redox Biology” with help from our PR firm. Marketing/PR – External</p> <p>*3. Define our internal brand, our identity, and dissemination strategies. Develop a plan to share rebranding and steps we are taking with members. Start with survey among members to gauge what aspects of SfRBM are important to our members. Marketing – Internal</p> <p>*4. Reorganize Regional Chapters in the Americas and internationally. Strategic Alliances & Outreach <i>Link to Regional Meetings</i></p> <p>5. Redevelop and execute the Ambassadors Program (engage chairs of regional chapters). Strategic Alliances & Outreach</p> <p>*6. Develop a collaboration pipeline leveraging our industry sponsors. Identify areas of collaboration between member-sponsor. Strategic Alliances & Outreach <i>Link to fundraising/sponsorship & special Issues/ NIH study section engagement</i></p> <p>7. Create new tag line: Advancing Science, Shaping Careers. Marketing – Internal</p> <p>8. Continued participation in FASEB to lobby for increases in science funding as well as promote the advancement of redox biology research and applications Advocacy</p> <p>9. Generate and circulate regular advocacy reports to members highlighting SfRBM’s participation in FASEB Advocacy</p>
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Area 2: Redox Science Advancement

Committees: NIH Study Section Engagement, Publications Outreach, Awards – Senior, Awards – Junior, Regional Meetings

***Priority Year 1**

Area of Focus	Redox Science Advancement
Statement of Desired Goal Achievement	<ol style="list-style-type: none"> 1. Further the society as the flagship and trusted voice in redox biology. 2. Promote the development of rigorous cutting edge redox science and bridge into the clinical realm.
Indicators of Success	<ul style="list-style-type: none"> • Increased visibility and recognition of SfRBM across broad scientific communities • Expansion of clinical applications of redox discoveries and insights
Strategies	<ul style="list-style-type: none"> • Increased visibility in disease-centric and clinically-based meetings and societies • Establish and disseminate consensus standards for methodologies and techniques • Expand and promote excellent multidisciplinary science
Tactics	<p>*1. Publish a Redox Biology special issue each year in a different journal of our society, inviting not only academic researchers but also industries to promote their new advances using redox biology in the development of new drugs or cutting-edge techniques. Publications Outreach Committee</p> <p>*2. Invite NIH members to attend our conference by chairing symposium and/or participating in Professional Development sessions. NIH Study Section Engagement Committee</p> <p>3. Have a list of potential researchers that can represent the society at study sections or as partners with other societies. NIH Study Section Engagement Committee</p> <p>4. Connect with funding agencies from outside US to send a list of potential researchers that can act as reviewers of grants in South/Central America representing the SfRBM (examples ANII Uruguay, Conacyt Chile, CNPq or FAPESP Brazil, Conycet Argentina). NIH Study Section Engagement Committee</p> <p>5. To promote the joint proposal or selection of awards for senior researchers with other scientific societies, for example, the Discovery Award in Redox Biology and Cardiovascular Diseases, in collaboration with the AHA. Define a different area for each year. Awards – Senior Committee</p>

	<p>6. Select one YIA winner and, instead of receiving cash, provide them with the opportunity to attend a conference of another society related to the redox area, representing SfrBM, to present the awarded work (covering reg and travel). Awards – Junior Committee</p> <p>7. Hold one regional meeting or international course in South/Central America and one in the US/Canada every two years. In each meeting, at least three plenary speakers must be from the other zone, preferably mid-career researchers. Regional Meetings Committee</p> <p>*8. Establish regional committees of 3-4 people in each regional area (or stimulate the ambassador program) that work in collaboration with the regional meeting chair and the VP as a way to be the bridge between those area needs and the President, VPs and Council. Regional Meetings Committee</p> <p>*9. Mini-Fellowship support for young students to be trained outside their countries, preferably one from the US going to South/Central America and one from South/Central America going to the US. Awards – Junior Committee</p>
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Area 3: Education and Professional Development Excellence

Committees: Scientific Program, Free Radical School, Professional Development, Ethics, Nominations/Leadership Development, Trainee Council

*Priority Year 1

Area of Focus	Education & Professional Development Excellence
Statement of Desired Goal Achievement	<ol style="list-style-type: none"> 1. Support the development of members from trainee to established careers. 2. Provide an inclusive community that maximizes learning and professional development.
Indicators of Success	<ul style="list-style-type: none"> • Increased engagement and participation in society activities and governance from new and current members • Redox scientists experience a more successful professional journey because of the learning and professional relationships gained through SfrBM
Strategies	<ul style="list-style-type: none"> • Support our membership through intentional career stage development • Create an inclusive environment for existing and new members across the Americas • Provide fundamental and cutting edge scientific and professional education

<p>Tactics</p>	<p>*1. Invite POs/SROs from study sections that review redox biology research grants to SFRBM conference (2024 – start with NIGMS, CCB, NOMD, DOD/VA). Scientific Program Committee</p> <p>2. Intentional inclusion of early and mid-career investigator presentations from across the Americas in thematic conference segments. Scientific Program Committee</p> <p>3. Invite scientists from outside SFRBM to speak at conferences and retain them as contributing members of the society. Scientific Program Committee</p> <p>*4. Revive / revamp Annual Conference Free Radical School to position it as “important, can’t miss” component that will resonate not only with trainees but advanced researchers as well. Free Radical School Committee</p> <p>*5. Provide sessions aimed at supporting young scientists in important areas such as grantsmanship, publishing, networking and career advancement. Professional Development Committee</p> <p>6. Produce a minimum of 2 ethics-focused resources (newsletter article, white paper, workshop, webinar, social media post) for members annually. Ethics Committee</p> <p>7. Revamp entire organizational structure to better activate leaders and engage members to volunteer, serve and participate. Nominations / Leadership Development Committee</p> <p>8. Execute quarterly virtual Journal Club sessions with 3 articles/session and early career or aspiring redox researchers as speakers. Trainee Council</p> <p>*9. Provide touchpoints during the year between junior and senior investigators which foster the feeling of belonging and involvement. Trainee Council</p>
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Area 4: Organizational Health

Committees: Budget/Investments, Fundraising/Sponsorship Grant Support, Membership Recruitment, Membership Retention & Recognition, Diversity, Equity & Inclusion (DEI), Women in Science

***Priority Year 1**

Area of Focus	Organizational Health
Statement of Desired Goal Achievement	<ol style="list-style-type: none"> 1. Achieve and maintain financial health of the society. 2. Ensure a leadership structure that is inclusive, mission-focused, and aligned to the organization's vision.
Indicators of Success	<ul style="list-style-type: none"> • Achieve a sustainable budget that allows the support of our critical missions • The structure, priorities, decisions, and experience of organizational leadership is meaningful, strategy-focused, and transparent
Strategies	<ul style="list-style-type: none"> • Re-evaluate, adjust and align leadership structure to fit the societies goals and ensure transparency of leadership decisions society-wide • Design a viable and inclusive geographic structure of SfRBM, by acknowledging, supporting and engaging the importance of the contribution of the SfRBM Americas • Exert concentrated efforts to re-evaluate current budget allocations, and diversify sources of funding through industry partnerships, interactions with other societies and funding agencies, and restructuring meeting formats
Tactics	<p>*1. Re-evaluate current budget allocations, establish a priority list of budget allocations to align the budgets with the critical missions, and create long and short-term plans to adjust the budget allocations. Budget/Investments Committee</p> <p>2. Establish plans to provide financial support for recruiting and retention of mid-career scientists to ensure an atmosphere of belonging and inclusiveness. Budget/Investments & Membership Committees</p> <p>*3. Re-evaluate current meeting format/budget and restructure the current meeting format to be more viable and inclusive in supporting and engaging the contribution of the SfRBM Americas. Budget/Investments Committee <i>Collaborate with Regional Meetings</i></p> <p>4. Prepare financial report and projection of the society fiscal future for the VP to report at society business meetings during annual conferences to ensure the transparency of leadership decisions. Budget/Investments Committee</p> <p>*5. Explore sources of funding through industry partnerships. Fundraising/Sponsorship Committee <i>Collaborate with Strategic Alliances & Outreach</i></p>

6. Enhance interactions with other societies and funding agencies.

Fundraising/Sponsorship Committee

Collaborate w/ NIH Study Section Engagement & Strategic Alliances & Outreach

*7. Re-evaluate the current leadership structure and reorganize leadership structure to align with critical missions of the society and ensure the structure is viable and inclusive, focusing on the missions of committees.

Budget/Investments, Membership Recruitment, Membership Retention & Recognition, WIS & DEI Committees

8. Create plans to report on how leadership decisions are made to ensure transparency. Prepare regular reports from examining meeting minutes of VP and Council meetings.

Budget/Investments, Membership Recruitment, Membership Retention & Recognition, WIS & DEI Committees

9. Establish database of the leadership makeup and ensure the leadership structure is inclusive and diverse geographically and scientifically in basic/applied areas, academia/industry, established redox hubs/individual labs in other organizations.

WIS and DEI Committees

10. Establish financial support to provide incentives to recruit and retain mid-career scientists from non-redox hubs.

Budget/Investments, Membership Recruitment, Membership Retention & Recognition Committees

11. Invite senior awardees, speakers who are invited to annual conferences, and senior authors of papers published in the society journals to join the society (offer free membership).

Membership Recruitment Committee

12. Recruit new member scientists, who publish on redox-related topics in top journals (including all first and corresponding authors publishing in SfrBM journals).

Membership Recruitment Committee

13. Establish Service Awards and Awards of Membership Recognition, such as for 15/20/30 year membership.

Membership Retention & Recognition Committee

*14. Establish database on membership makeup to create a more sophisticated DEI environment with belonging and inclusiveness for all members, such as data on genders, organizations, career levels.

WIS & DEI Committees

	<p>15. Establish database of the invited speakers of annual conferences and create guidelines to ensure that society supports mid-career members with opportunities to present at annual meetings with an integrated culture of transparency, diversity, equity and inclusiveness geographically and scientifically.</p> <p>Membership Retention and Recognition Committee</p> <p>16. Identify grant agencies with WIS/DEI efforts.</p> <p>Fundraising/Sponsorship, WIS and DEI Committees</p>
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