

Association of Immunization Managers Strategic Map: 2013-2016

Revised
10/1/2014

**Be a National Leader
on Immunization Policies
and Programs**

**Maximize
Visibility and
Impact on Key
Policy and
Funding Issues**

Identify Key
Priorities and
Develop
Implementation Plans

Educate on Priorities,
Goals and Principles

Identify Partners
to Champion
AIM Priorities

Define and
Promote
AIM Brand

Implement an
Outreach and
Media Relations
Strategy

**Provide
Services
that Support
Immunization
Program Success**

Identify, Establish
and Share
Promising and
Best Practices

Enhance
Services to
New Members

Maximize the Use
of Technology to
Support Member
Services

Facilitate
Professional
Development of
Program Managers

Provide Essential
Communication and
Information-Sharing
Services

**Strengthen
Existing and
Build New
Partnerships**

Convene Partners to
Develop a Common
Set of Immunization
Priorities

Identify Additional
Collaboration
Opportunities with
Key Partners

**Strengthen the
Infrastructure to
Support AIM's
Growth and
Success**

Increase and
Diversify Funding
to Support AIM's
Mission and Programs

Reorganize
Governance Structure
& Bylaws to Reflect
Shifting Priorities

Effectively
Staff AIM to
Meet Needs