

2009 Institutional Priorities

1. Operational and Financial Leadership in Times of Economic Uncertainty

- **Focus on Operations:** Promote thorough understanding of management decisions and their financial consequences.
- **Focus on Management of Resources:** Optimize the planning, monitoring and control of resources.
- **Achieve Balance:** Balance the operational, financial and strategic management and direction.

2. Value: Delivering Value in Science

- **Value for Member Societies:** Deliver sustainable and unique high-quality products, programs and services yielding value to Member Societies, the physics community, and other stakeholders.
- **Policy Focus:** Influence public policy in the interest of science. Achieve broader impact by partnering with Member Societies, relevant professional organizations and learned societies. Deliver proactive analysis and comment on physics-related issues in the media/public realm.

3. Strategy: Innovation and Global Reach

- **Product and Business Development:** Grow an effective new journal development program and platform. Optimize sustainable publishing services. Analyze past and current business- and product-development efforts to learn from the process. Explore sustainable business models for all AIP products and services.
- **Customer-facing Technologies and Processes:** Keep pace with customer-facing technologies and deploy the right mix of technologies and processes such as author content creation, peer review, production, print and Web delivery.
- **Global Perspective:** Improve access to global markets by exploring strategic partnerships.

4. People: Customers and Employees

- **Marketing/Sales Emphasis:** Integrate marketing capabilities, develop global marketing sales capabilities, and exploit joint/cross marketing opportunities with Member Societies and other partners.
- **Attracting and Harnessing Employee Talent:** Attract new and harness existing employee talent to optimize the effectiveness of programs, products, and services.

5. Relationships: Cultivating Existing Relationships and Growing New Relationships to Optimize the Influence and Impact of Science

- **Relationships:** Maintain close relationships with all stakeholders—most importantly, with Member Societies. Forge links among partners.
 - Strengthen development programs by cultivating relationships with existing AIP donors, broadening appeal to foundations, and concentrating on developing relationships with new donors.
- **Communication:** Ensure information flow and communication within AIP and all its units and between AIP and its other stakeholders.