

# NAACCR Strategic Management Plan

Progress to date

Next steps

# Agenda

## Focus: NAACCR SMP

- Timeline
- Priority areas and major goals
- Next Steps
  - Developing a Business Plan
  - Committee Involvement
  - Future Meetings
  - Setting Priorities
  - Refining/Fine-tuning

# Process

- Used information from SWOT, survey, management assessment
- Oversight committee also identified priorities (needs/wants)
- All ideas grouped into themes
- Themes → Priority Areas
- Oversight committee → subcommittees
- Sorted ideas into goals
  - Objectives or ideas for objectives

# Priority Areas

- Strategic Alliances
- Standardization and Registry Development
- Research and Data Use
- Advocacy and Communication
- Professional Development
- Governance/Management
- WOW Project: creative project that generates excitement and enthusiasm

# Strategic Alliances

- **Goal 1:** Develop approaches to strengthen relationships with Sponsoring Member Organizations by cultivating shared interests, and promoting meaningful interactions.
- **Goal 2:** Strengthen existing relationships with other partners in the broader cancer and surveillance communities.
- **Goal 3:** Initiate new strategic alliances and collaborations with key organizations to promote our mission by expanding expertise and resources, extending influence, and increasing potential funding opportunities.

# Standardization and Registry Development

- **Goal 1:** Design the ideal cancer surveillance system of the future – a system that is more timely and adaptable to change.
- **Goal 2:** Provide consensus standards and best practices for the collection (e.g., coding, editing, data exchange) and processing (e.g., consolidating, incorporating various data streams) of cancer and patient information.
- **Goal 3:** Provide technical assistance to NAACCR member organizations.
- **Goal 4:** Increase the value and relevancy of central cancer registries to the cancer control community, clinicians, researchers and the public.

# Research and Data Use

- **Goal 1:** Develop efficient, centralized processes to improve access to North American population-based cancer registry data for cancer linkages, research and surveillance.
- **Goal 2:** Develop additional data assessment tools and 'fit for use' criteria for research data to provide researchers with objective measures about the quality of cancer registry data and assist them in selecting registry research partners
- **Goal 3:** Strengthen NAACCR's internal capacity to facilitate and support researcher and registry collaborations; develop policies, procedures, and workflows for data requests and research; and engage registries and the research community to promote collaborations.

# Advocacy & Communication

- **Goal 1:** Represent the needs and interests of members on all matters related to central cancer registries.
- **Goal 2:** Serve as the central source of important and accurate information and communication for all NAACCR members.
- **Goal 3:** Improve and strengthen NAACCR's name recognition throughout the cancer and surveillance communities and the public in general.
- **Goal 4:** Shape a carefully crafted public policy and advocacy plan focusing on issues of interest and importance to central cancer registries across North America through collaborations with experienced coalitions, and new partnerships.
- **Goal 5:** Transition from volunteer driven communication activities to a staff driven/volunteer supported focus.



# Professional Development

- **Goal 1:** Develop strategies to retain current central cancer registry staff (certified tumor registrars/registry operations, epidemiology, information technology (IT))
- **Goal 2:** Develop strategies to recruit new people to the cancer surveillance field.
- **Goal 3:** Develop multidisciplinary and cross training modules for all types of central registry staff to strengthen expertise for CTRs, epidemiologists, IT staff and other interested members.
- **Goal 4:** Create a Leadership Institute Certification Program, including core competencies in the areas of registry operations, epidemiology/statistics, IT, and data security.
- **Goal 5:** Continue to provide educational venues to assist registry staff in operational, technological, management, and data use issues.

# Governance/Management

- **Goal 1:** Develop an operational plan to ensure an efficient and effective deployment of the strategic plan.
- **Goal 2:** Develop a financial plan that realistically reflects the strategic plan priorities and timelines.
- **Goal 3:** Establish systematic processes to monitor, review and report the progress of strategic plan implementation.

# WOW!

- **Goal 1:** Develop a 'high visibility and innovative' model project to rekindle enthusiasm and generate confidence in NAACCR as a leader in the cancer surveillance community.
  - Recommended Proposal: Establishing a Central Registry to Central Registry Patient Linkage Capabilities
  - Endorsing an Incidence-Only record to facilitate the more timely reporting of data

# Next Steps in SMP Development

- **Creation of a detailed business plan that breaks down these broader goals into**
  - **SMART goals or objectives**
  - **Tactics: Action steps required to reach the SMART goal.**
  - **Assigned Responsibilities: Entities within NAACCR responsible for completion**
  - **Measurable Outcomes: Metric or process measurements that define success.**
  - **Evaluation Methods: What feedback or improvement loops are included in the project.**
  - **Financial Assessments: What are the anticipated costs and resources required to complete the project. Are these available? If not, what possible sources of funding might be developed?**
  - **Timelines: Defined time for project completion.**

# SMART Goals or Objectives

- **Specific (focused and defined)**
- **Measurable (clear outcomes)**
- **Achievable (reaching but realistic)**
- **Relevant (reasonable given resources and market)**
- **Timely (includes a set timeframe)**

# **Some key questions to consider when establishing SMART goals**

- 1. Is the goal within NAACCR's control to achieve?**
- 2. What are the compelling reasons to reach this goal?**
- 3. What are the benefits to NAACCR of reaching the goal?**
- 4. What are the consequences if NAACCR does not reach the goal?**
- 5. What are the obstacles to reaching the goal?**
- 6. What type of resources will it take to reach the goal?**
- 7. Can anyone help NAACCR reach this goal?**
- 8. Are there possible funds available for the goal?**
- 9. How will we know that NAACCR succeeded?**
- 10. How long will it take to reach the goal?**

# Committee Assignments

<b>Priority Area</b>	<b>Goals</b>	<b>Committees</b>
Standardization & Registry Development	Goals 1 - 3	UDS, IT, ROC, GIS, Interoperability
Standardization & Registry Development	Goal 4	DECC, DURC
Research & Data Use	Goals 1 - 3	DECC, DURC
Advocacy & Communication	Goals 2 - 3	Communication
Professional Development	Goals 1 - 5	Education

Goals not assigned to committees are assigned to Board, SMOs, and SMP Oversight Committee

## NAACCR SMART GOAL WORKSHEET

Chairperson/Committee or Workgroup:

Priority Area:

MAJOR GOAL:

Proposed SMART goal: (Specific, Measurable, Attainable, Relevant & Timelines)

Tactics, Actions or Steps Required for Success:

Can this be implemented by existing committee? Which one? If not, describe what is needed in terms of new committee work group etc.

Does Committee need additional resources? Specify:

Funding needed?      Possible Sources of Funding:

Outcome or Anticipated Results:

Evaluation Method:

Expected Timeframe (0 – 5 years):



# Example Worksheet

# Process

- Not limited to assigned goals
  - Assignments meant to facilitate process
- Goals with multiple committee assignments
  - Up to you to work out process
    - Divide things up
    - Create multi-committee work group
- Get input from subcommittees & work groups
  - Up to you to work out process
- Assess where your current goals/activities fit in
- Some goals have suggested objectives/ideas for objectives
  - Not limited to these
- Focus on next five years (7/2011-7/2016)

# Process

- Due Date: March 25
- Send to: Ann Marie Hill  
[annmariehill@verizon.net](mailto:annmariehill@verizon.net)
- Questions: Direct to Ann Marie – she will triage them

# Next Board/Chair Mtg.

- Regularly scheduled meeting on 3/23
  - Can discuss process/issues
- April 4<sup>th</sup>, 3:00-6:00 PM, in Atlanta
  - If not attending NPCR PD mtg. – NAACCR will cover cost
  - If can't attend, try to have someone represent your committee
    - Vice-chair or designate a representative
    - Notify me as to who is coming for your committee

# Process

- Set priorities
  - SMP Oversight Committee will review all the proposed objectives
- Opportunities for further input
- Further refinement

# Remember

- This is your SMP
- Living document
- Objectives and strategies can be changed and realigned

Working together to make  
every cancer count