



# AOAC INTERNATIONAL Strategic Plan 2023 - 2025

**Vision:** Global alignment for trusted analytical solutions

**Mission:** Advance food safety and product integrity through standards, validated test methods, and laboratory quality programs

Strategic Goals

## GROWTH

Achieve Revenue of \$8 Million (US) by 2025

### Science Programs

#### Research Institute

Increase renewals, contributing members, and PTM, R2, and Q2 applications

#### Proficiency Testing

Increase enrollments via expanded portfolio, including Cannabis/Hemp programs

#### Official Methods Program

Promote method applications and consulting services with new fee structures

#### Projects & Grants

Increase business development capabilities and value of science programs

### Engagement

#### Membership

Demonstrate value of participation to incentivize membership

#### Publications

Harness technology to reduce cost and provide access to expanded audience

#### Meetings

Provide unique experiences to attract more participation of key stakeholders

#### Customer Service

Drive efficiency of member and customer support to ensure timely and quality interactions

## RELATIONSHIPS

Broaden & Enhance Collaboration with Domestic and International Regulators, Industry and Academia – in Partnership with AOAC Global Sections

- Raise AOAC’s profile as a forum to facilitate collaboration among stakeholders
- Provide standards development, validation of methods and technologies, proficiency testing, other laboratory quality programs, training & education
- Provide opportunities for thought leadership, mentorship, professional development, publishing, networking, and engaging with experts within a diverse community

## INTEGRITY

Maintain & Grow Reputation of AOAC Brand

- Build AOAC brand among stakeholders & customers
- Leverage key sectors, sections, and communities