

## THE PROFESSION

### *Goal/Outcome:*

Our profession is valued, influential and shapes the future of health care.

### *Strategies:*

- S1:** Develop and deploy a PR initiative that will elevate the profile of radiologic technologists among a variety of interested parties by emphasizing their value on the health care team and their role in optimizing patient outcomes. (2022-2023)
- S2:** Educate new technologists to be better advocates for the profession. (2022-2023)

## THE PROFESSIONALS

### *Goal/Outcome:*

ASRT represents educated, highly skilled health care professionals and leaders, whose practice is evidence based, resulting in optimized patient safety and high-quality care.

### *Strategies:*

- S3:** Adopt the mindset of futurists in creating innovative curricula and other programs that will prepare R.T.s to meet the challenges of new technologies and an evolving profession in the 21st century.
- S4:** Promote diverse academic and professional pathways in the medical imaging and radiation therapy profession.



## THE ASRT

### *Goal/Outcome:*

Our Society is indispensable to an evolving profession; engaging diverse constituencies and providing unparalleled resources and experiences that elevate the profession.

### *Strategies:*

- S5:** Attract and retain members by identifying and enhancing the value proposition for ASRT membership at each point along the professional journey. (2020-2021)
- S6:** Strategically target and recruit a diverse audience to the profession with programs that meet their individual needs.
- S7:** Enhance ASRT's reputation as the essential provider of continuing education by developing educational products and services to meet all discipline-specific Continuous Qualifications Requirements (CQR). (2020-2021)
- S8:** Create leadership development programs and opportunities for all members with an emphasis on diversity, equity and inclusion (DE&I). (2021-2022)

## MISSION

The mission of the American Society of Radiologic Technologists is to advance and elevate the medical imaging and radiation therapy profession and enhance the quality and safety of patient care.

## VISION

The American Society of Radiologic Technologists will be the premier professional association for the medical imaging and radiation therapy community through education, advocacy, research and innovation.