

# STRATEGY

2023 ➞ 27



## OUR PURPOSE

To support and inspire our community to advance the physiological sciences.

## OUR VISION

A world in which physiological discovery leads to healthier lives.

## OUR MISSION

- To increase the visibility of physiology as essential to tackling global challenges and act as catalyst for the dissemination of knowledge.
- To champion equity, inclusion and diversity.
- To forge a sustainable future for The Society.

## STRATEGIC PILLARS

### STRENGTHENING THE COMMUNITY



The physiology community will be better connected and more engaged, with increased participation from under-represented groups.

### SECURING THE FUTURE



Physiology as a discipline is more secure, with research and teaching having increased funding and recognition.

### IMPROVING HEALTH



Physiology will have a greater influence in informing evidence based public policy.

## STRATEGIC PRIORITIES

# 1



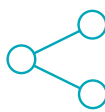
We will have a larger, more diverse community of members.

# 2



We will be essential to physiologists developing their career.

# 3



We will strengthen our links at key interfaces of physiology and between sectors.

# 4



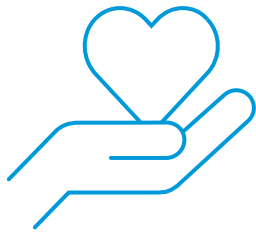
We will play an influential role in shaping funding and public policy.

# 5



We will be a forward looking, sustainable Society.

# OUR VALUES



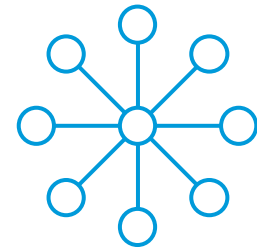
## Act with integrity and respect

- ➔ Being fair and transparent in our processes.
- ➔ Taking time to listen and being respectful of different viewpoints.
- ➔ Being accountable for our actions and ensuring our decisions are evidence based.



## Inspire and empower others

- ➔ Expanding horizons and opening new opportunities.
- ➔ Being innovative and forward-thinking.
- ➔ Sharing skills, knowledge and ideas to realise everyone's potential.



## Embrace collaboration and diversity

- ➔ Welcoming a diverse range of perspectives, people and ideas.
- ➔ Recognising the value that each person contributes.
- ➔ Supporting others to grow and work in the way that brings out their best.

# OUR STRATEGIC PRIORITIES 2023-27

## 1 | We will have a larger and more diverse membership community

Since our foundation in 1876, our members have been at the heart of The Society.



While we have evolved to meet the new challenges of today, our fundamental purpose is timeless. We are a nurturing community passionate about advancing the physiological sciences, supporting physiologists in the journey from the wonder of discovery through to tackling global challenges. From research to teaching, and clinical to industry, The Society welcomes all physiologists as part of our family. Our priority is to grow our membership community, increasing diversity so that reflects the full breadth of physiology.

### How will we achieve our priority?

- ➔ Develop a compelling member offer for physiologists across institutions, workplaces and career stages that meet the needs of our diverse community.
- ➔ Foster a strong shared identity and sense of belonging in order to forge an emotional connection with the physiology community.
- ➔ Champion equity, diversity and inclusion to ensure our membership at all levels reflects the diversity we strive for and that under-represented voices are heard.
- ➔ Inspire physiologists with exciting and forward thinking initiatives.
- ➔ Harness local networks in institutions, companies and clinical settings.
- ➔ Engage members throughout their membership journey.
- ➔ Respond to the fast pace of change in science and improve our agility in meeting the needs of our members.

### How will we know we are succeeding?

- ➔ Measured by membership numbers and retention rates.

## 2 | We will be essential to physiologists developing their career

The leading physiologists who have shaped science have been among our members.



Today, physiologists can be part of this legacy and shape the future of the discipline by taking their place as part of The Society. Our priority is to improve our package of support, conferences and publications for physiologists building their careers.



### How will we achieve our priority?

- Support physiologists establishing their careers through our full range of resources, networking, conferences, grants and activities. We will particularly focus on the leaders of tomorrow, targeting those post PhD establishing their labs or building their teaching careers.
- Enhance our professional development and training resources tailored to physiologists developing their career.
- Regain our prestige within the broader scientific community so that physiologist are proud to be our members.
- Deliver world-class conferences and events that offer exciting, innovative programmes that can't be missed.
- Leverage the connection between our journals and other activities to increase the number of members publishing in or citing our journals.
- Publish the best content and cutting edge research in our journals.

### How will we know we are succeeding?

- Measured by proportion of members in our member survey reporting that The Society is essential to their career.

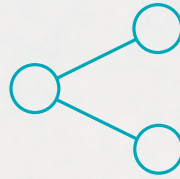




# 3

## We will strengthen our links at key interfaces of physiology and between sectors

Physiology is a fast evolving scientific discipline and physiologists work across academia, industry and clinical settings.



The scientific ecosystem is increasingly interdisciplinary and cross sector, with physiologists carrying out research and education across a range of settings. Funding organisations such as UK Research and Innovation are supportive of a more permeable landscape where barriers between academia and industry are reduced. Our priority will be to improve links across sectors, such as clinical and industrial, in order to support the movement of physiologists to and from academia, as well as be the strong advocates for physiology education.

### How will we achieve our priority?

- 1 Build links with physiologists in industry and those working on the interface with clinical physiology in order to better represent the breadth of physiology today.
- 2 Strengthen our support for physiology education in UK and Ireland higher education institutions.
- 3 Support the movement of physiologists between academia, industry and clinical by working to break down the barriers between sectors.

### How will we know we are succeeding?

- 1 Measured by the number of collaborations with industry and clinical partners, and the number of members with higher education activity as a primary activity.





# 4 | We will play an influential role in shaping funding and public policy

Physiological research, teaching and insight is essential to tackling the health and policy challenges facing the world.



From healthy ageing to climate change, an effective response requires physiologists at the table shaping policy decisions as well as investment in addressing research gaps. Our priority is to have a strong voice in public policy, advocating for a seat at the table for physiologists. In turn, this will encourage a supportive funding environment for physiology research and teaching.

## How will we achieve our priority?

- Develop The Society's role as a 'go to' organisation by policy makers for advice and input in the area of public health, particularly in areas such as healthy ageing and climate change.
- Increase engagement with funders such as UKRI, medical charities and Wellcome.

## How will we know we are succeeding?

- Measured by number and nature of the strategic engagements facilitated by The Society with demonstrable impacts on decisions by policymakers and funding organisations.





# 5 | We will be a forward-looking, sustainable Society

The environment in which The Society and our members operate in is perhaps the most uncertain it has ever been.



With Open Access leading to changes in our funding model and higher education systems under strain, we must ensure we are sustainable for the future. Our priority is for The Society to become more sustainable, both in terms of our own financial outlook as well as our impact on the world.



## How will we achieve our priority?

- Embed improving equity, diversity and inclusion in all our activities, delivering on our EDI Roadmap.
- Reduce the impact of The Society on the environment through our activities and building with our sustainability policy.
- Secure The Society's future by successfully managing the transition to Open Access to place our finances on a sustainable footing.

## How will we know we are succeeding?

- Measured by our impact on the environment, financial security and diversity of participants in our activities.





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