

2013 Corporate Program Priorities

Strategic Focus, Effective Business Model and Organizational Excellence

1. Adapting the AIP business model

- Deliver on the priority set by the AIP Governing Board to work with the LLC Implementation Task Force to set up a successful publishing subsidiary—AIP Publishing LLC
- Modify the AIP side of operations as a result of the LLC transition.
- Institute service level agreements between AIP and AIP Publishing, LLC that will continue business arrangements between the two entities in the best overall interest of the organization.
- As a post-transition goal, evaluate the amount of drawdown from reserves to support operations so that reserves can grow at a prudent rate. Use a greater portion of the drawdown to invest in future programs, products and services.
- Continue to improve efficiencies across all operations.
- Develop and refine a new business model to insure the financial sustainability of AIP in conjunction with funding arrangements of the LLC Operating Agreement.

2. Maintaining strategic focus

- Align PRC's products and services with the priorities identified in PRC's 2013-2015 strategic plan.
- Derive the 2013 goals for AIP staff from the 2013 institutional goals and the PRC strategic plan.

3. Striving for organizational excellence

- Build a high-performance culture.
- Develop excellent marketing, distribution and sales capabilities for PRC products and services worldwide.
- Design HR policies and practices to retain and attract the best talent.
- Cultivate employee talent to optimize the effectiveness of programs, products, and services.
- Consult LLC HR on all of the above, as requested by the LLC.

Consensus public policy development

4. Defining AIP's role in public policy

Deliver to the AIP Governing Board, the final report of the Governing Board Public Policy Task Force.

5. Affecting a federal solution to address the drive toward open access/public access mandates

- Develop consensus publishing policy within the publishing industry for informing the US, UK and EU governments.
- Work to be a voice of reason in the public access debate and a catalyst for sensible public access policies at the federal level that balance the interests of all stakeholders by avoiding unfunded mandates and one-size-fits-all solutions.

Value to Member Societies and Other Stakeholders

6. Strengthening value proposition

- Develop a unique and compelling value proposition to individual Member Societies to maximize their effectiveness and mission impact, including:
 - Better promotion and communication of the institute's services to members.
 - Ensure that PRC benefits respond to specific Member Society and community-at-large needs.

7. Supporting scientific community

- Support and lead the physical sciences scientific community through relevant programs and activities.
- Promote advancement of research in physics and allied fields, reaching policy makers, media, students, and the public.

8. Choosing collaboration

- Deliver on the collaboration promise: Build a culture of collaboration internally and between AIP and its Member Societies, as well as act as a catalyst for collaborative efforts among the Member Societies.