

AES Strategic Plan



Member Engagement

Build an inclusive, connected community for all disciplines and career stages



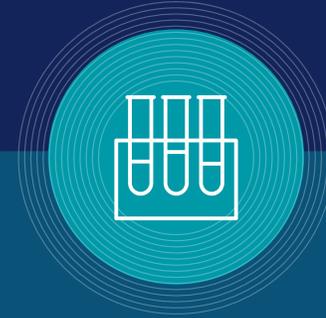
Education, Clinical Practice & Career Development

AES is the source for professional growth through accessible life-long learning and evidence-based education and clinical practice



Advocacy & Impact

Advance policy and public awareness advocating for professionals, people with epilepsy, and caregivers



Accelerate Research

Advance and disseminate epilepsy research



Organizational Strength & Sustainability

Modernize and strengthen the structure and function of AES operations, finance, and governance to be responsive and adaptable, and to ensure long-term effectiveness

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Member Engagement

Build an inclusive, connected community for all disciplines and career stages

- Create a year-round engagement strategy.
- Increase accessibility of volunteer leader pipelines to engage members at every career stage.
- Increase marketing and communications to enhance visibility of AES and its offerings.
- Seek new opportunities for members to come together to foster connections and belonging in AES.
- Strengthen collaboration across disciplines to broaden engagement.



Education, Clinical Practice & Career Development

AES is the source for professional growth through accessible life-long learning and evidence-based education and clinical practice

- Advance clinical tools and practice resources that promote evidence-based care, efficiency, and improved outcomes.
- Develop user-friendly platforms for all AES education.
- Foster innovation for all AES educational and career development opportunities.
- Tailor education across career stages and disciplines.
- Understand educational and clinical practice needs of the epilepsy community.



Advocacy & Impact

Advance policy and public awareness advocating for professionals, people with epilepsy, and caregivers

- Establish a clear advocacy agenda including research funding, health equity, clinical reimbursement, and patient access.
- Strengthen advocacy for federal policy and funding.
- Partner with mission-aligned organizations to enhance the public profile and impact of AES.
- Promote engagement of AES members in clinical practice, advocacy, and public policy.



Accelerate Research

Advance and disseminate epilepsy research

- Bolster research funding through multiple avenues.
- Attract and retain talented investigators to epilepsy research.
- Maximize research participation and breadth.
- Promote widespread dissemination of research findings.



Organizational Strength & Sustainability

Modernize and strengthen the structure and function of AES operations, finance, and governance to be responsive and adaptable, and to ensure long-term effectiveness

- Regularly assess and modernize IT infrastructure.
- Clarify and strengthen volunteer-staff partnership roles to maximize strategic agility and efficiency.
- Grow and diversify revenue streams which may include partnerships, philanthropy, and membership model to support AES priorities.
- Establish and implement systems to regularly assess program impact to guide resource allocation.
- Examine and enhance governance and committee practices.