MISSION
The Association of Medical Illustrators furthers the use of visual media to advance life sciences, medicine, and healthcare through a worldwide network of specialized interdisciplinary professionals.

OVERVIEW
The Association of Medical Illustrators (AMI) is an international organization founded in 1945 and incorporated in Illinois. AMI is composed of 850 medical illustrators, related professionals and students of medical illustration. These individuals are highly trained communicators who create visual media designed to facilitate scientific understanding, communication, education, and research. Members are involved in the creation of illustrations, models, animations and interactive programs. As key partners in the process of scientific discovery, knowledge transfer, and innovation, medical illustrators also serve in consultant, advisory, education and administrative roles in all aspects of scientific communications and related areas of visual education. AMI is dedicated to enhancing the competency and professionalism of medical illustrators, advancing the profession of medical illustration, and serving society by supporting education, research and commerce in the biomedical sciences and health-related fields through the work of its members.
01. AWARENESS AND VISIBILITY

SUPPORTING STATEMENT

The AMI will focus on raising **awareness and visibility** of our profession and this association because communities in the biomedical sciences can benefit from our unique skillset.

GOAL

To enhance visibility and awareness of the unique skills and knowledge our members possess with three key stakeholders - clients, policy makers, and members - to advance our members' careers.

STRATEGIES

1. Execute the current AMI marketing plan.
2. Develop a formal alliance strategy (other associations, partners, sponsors, etc.) to continue to advance our association.
VALUE

SUPPORTING STATEMENT

The AMI will provide an inclusive experience with opportunities for all members because we want every person that experiences the AMI to feel valued.

GOAL

To develop an infrastructure that can support and deliver an experience that is inclusive of, and available to, our ever-diversifying community.

STRATEGIES

1. Create three programs, experiences, or opportunities that bridge the cultural divide.
2. Design and execute a member retention plan.
3. Complete a Value Segmentation Process (VSP) to develop personas for members of our community.
4. Create a task force to examine the increasingly varied career paths of those who visualize science and how to incorporate those diverse paths into the AMI.
5. Grow rate of net new, non-student members 5% over time
6. Incorporate new product/program development plan to add member benefits – one new program or product per year.
ENGAGEMENT AND ACCOUNTABILITY

SUPPORTING STATEMENT
The future of the AMI depends on an engaged membership and a leadership team that is accountable.

GOAL STATEMENT
To create a better place for our stakeholders through engagement, accountability, and opportunity.

STRATEGIES
1. Develop a member engagement strategy (What does the AMI experience in 2023 look like for different subsets of members?)
2. Write an AMI Volunteer Accountability Charter (Expectations) - our model, responsibilities – referencing the Manual of Procedures
3. Align the member engagement strategy with results of the Value Segmentation Process.
4. Identify, communicate, and implement the AMI volunteer leadership pathway.
5. In internal communications, emphasize the opportunities for professional development afforded by volunteer work.