

# Strategic Planning Exercise

## Executive Summary

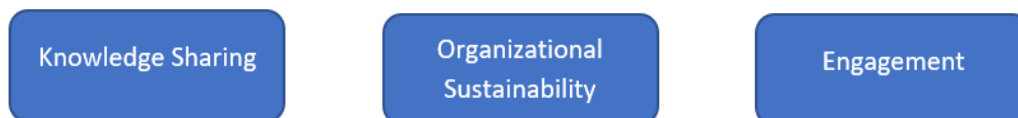
Medical Physics for World Benefit (MPWB) is a charitable organization launched in 2014 to support medical physics related activities in low- and middle-income countries (LMIC). In November 2020, MPWB conducted its first strategic planning exercise, consisting of an initial survey of board member concerns and a follow-up, facilitated virtual session to identify issues, opportunities, strengths, weaknesses, and strategic priorities.



External factors affecting MPWB’s current situation which were identified include the current COVID-19 pandemic and associated economic downturn impacting fundraising and volunteers’ ability to travel to recipient sites; increasing need for medical physics services in LMICs; increasing technological disparity including tools for virtual communication and training; increasing global health disparities; and the emerging recognition of global health as an important academic pursuit and part of a medical physics career path.

An examination of internal factors highlighted strengths of MPWB including its diverse membership; a dedicated board with considerable medical physics and global health experience; an established organizational structure including website and communications tools; and established connections with other organizations with aligned goals. Weaknesses included limited resources and difficulty engaging members and delegating tasks to them.

Discussion of MPWB’s preferred future and what might be accomplished in the next three years led participants to agree on the following three Strategic Priorities shown here:



Three projects were identified to operationalize the Strategic Priorities at this time: 1) the Open Syllabus project already underway, 2) the expansion of a regular MPWB Webinar series with lecturers presenting topics of global interest, and 3) the development of a Virtual Mentorship Program to provide direct personal support to medical physics colleagues globally. These three projects strongly encompass the identified strategic priorities. Each project is directed to knowledge sharing and will require greater membership engagement for implementation and successful execution. Increased membership engagement and greater global visibility associated with the projects will enhance MPWB’s sustainability.

Further action to ensure organizational sustainability will include MPWB broadening its board diversity, strengthening its budgeting processes and fundraising, and developing and better communicating operational policies and procedures. MPWB will continue to address the occasional *ad hoc* requests from stakeholders for advice or assistance aligned with its mission. A defined process will be developed to address these types of requests to ensure appropriate knowledge sharing with sustainable outcomes.