



# Fascia Research Society Strategic Plan

# OVERVIEW

This strategic plan, drafted in March 2022, sets the direction for Fascia Research Society and will frame the work of the board, staff and member based committees in the coming 2 years. This is the first strategic plan FRS has ever authored. The plan was developed through the leadership of the 2022 Board of Directors and Executive Director. Our strategic plan includes a definition, mission, vision, core values and four strategic goals. The overarching direction of this strategic plan, its North Star so to speak, is to develop a sense of belonging and enhanced member collaboration.

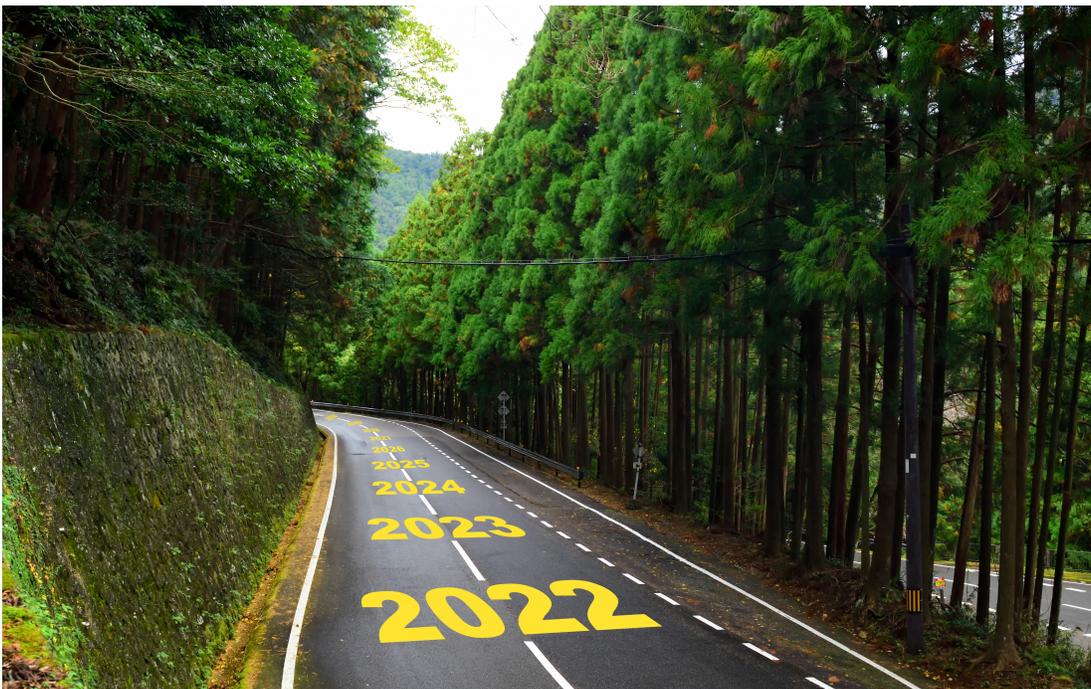
## RISING TO THE CHALLENGE

At this time in our history, FRS has a decade and a half of strong leadership as a scientific society dedicated to the advancement of fascia related research, and dissemination of that research through the triennial Fascia Research Congress.

During these past 15+ years, FRS has established itself as a world leader in fascia information. Fascia knowledge during this same time period has vastly expanded in scope and understanding to which FRS has played a significant and integral role.

Building on this strength, the FRS Board of Directors, and the Executive Director envision a future in which FRS continues a deep commitment to science based fascia discovery, while more firmly embracing a mission to advance fascia knowledge for the benefit of all. Scientific knowledge is necessary, but it is unable to fulfill this directive on its own. Thus, FRS aims to build broad and inclusive partnerships to help advance clinical research, steeped in scientific rigor, and disseminate that research to support the dialogue and collaboration between clinicians, researchers, and academicians.

FRS recognizes the need to build a sustainable future for the society beyond its current resources and capacity. At its heart, the driving principal of this strategic plan is to demonstrate inclusion and provide value for all members.



# DEFINING OUR COMMUNITY AND PURPOSE

## Definition

Fascia Research Society is an international nonprofit association supporting an inclusive community of scientists, researchers, academicians, and clinicians dedicated to fascia discovery

*Understanding that discovery, rigorous science, and clinical applications require collaboration and communication across physical and disciplinary boundaries, we acknowledge and embrace the idea that the FRS community is not solely defined by membership. Instead, the FRS community comprises partners around the world who share our mission of furthering knowledge of fascia.*

## Vision

A thriving, sustainable and equitable future for fascia research supported by scientific discovery, innovation, and action.

*FRS envisions a future where scientific discovery continues to be valued and celebrated for its role in advancing knowledge of fascia. Fascia is the most prevalent, but perhaps the least understood network of the human body. Many scientists, clinicians, and others working in fascia are unfamiliar, or have limited experience with the science surrounding fascia. Through a variety of member benefits, FRS strives to connect the fascia community with a number of resources, including the triennial Fascia Research Congress.*

## Mission

The Fascia Research Society (FRS) was established as a membership organization to facilitate, encourage, and support the dialogue and collaboration between clinicians, researchers, and academicians, in order to further our understanding of the properties and functions of fascia.

*As we look to the decade ahead, our mission is focused on supporting individuals in their scientific endeavors and on convening groups interested in working together on discovery and solution-based science. We are also dedicated to educating and inspiring the next generation of scientists needed to advance this mission.*



# THE FOUNDATION FOR OUR FUTURE

To blend our deep commitment to scientific fascial discovery with an intrinsic desire to contribute and build connection in the fascia community, FRS is committed to a culture infused with the following values:

## Excellence

FRS strives for excellence in all our activities and aims to continue as the premier fascia related organization worldwide.

## Integrity

FRS activities and business practices are underpinned by ethical conduct, transparency, and professionalism.

## Respect

FRS acts with respect and humility.

## Diversity

FRS strives for a community that is welcoming and diverse for everyone interested in fascia.

## Collaboration

FRS seeks and values partnerships around the world with relevant stakeholders, sponsors, nonprofit and for-profit organizations, communities, governments, universities, and other educational institutions.

## Fascia Science Education and Outreach

FRS aims to inspire, educate, and empower the next generation of fascial scientists and clinicians in order to sustain discovery and solution-based research.





# STRATEGIC GOALS

To advance the FRS mission, the following set of goals have been formulated to 1. Develop a sense of community, 2. Create sustainability, and 3. Advance fascia research and translation

## Goal 1: Improve FRS to Membership Interaction

FRS recognizes the need for increased and improved interaction with its membership base in between the triennial Fascia Research Congress, and on a regular basis.

*To meet this goal, we will:*

1. Develop and publish a Quarterly Newsletter
2. Member to Member Forum to be developed via web based platform, as a means to share information
3. FRS Fascia center Podcasts – member interviews, discussions of latest fascia related research, approved provider presentations and more
4. Board Member and Staff Office hours will provide an opportunity to discuss fascia related research, clinical modalities, and FRS business
5. Develop Continuing Education opportunities with programming, development of CEU's, and available research

## Goal 2: Empowering the FRS Mission

To empower the FRS Mission it is essential for FRS to grow resources and develop strategic partnerships beyond the triennial Fascia Research Congress. In addition, it is critical for FRS to attract and retain both the new and upcoming researchers and students, as well as the leaders in the field. FRS will continue to support and exemplify a scientific culture where individuals from all backgrounds are equitably included.

FRS will assure that diversity, inclusion, equity, ethics, and cultural awareness are sewn into the fabric of all our activities.

*To meet this goal, we will:*

1. Increase and retain FRS Membership
2. Develop Sponsorship and Partnership opportunities for nonprofit and for-profit companies and individuals to support FRS
3. Annual Events outside of the Fascia Research Congress
4. Continuing Education and Training
5. Improve Social Media Presence
6. Initiate an Endowment fund

## Goal 3: Advance Fascia Research and Translation

Connecting and partnering broadly is essential to achieving our vision of a thriving, sustainable and equitable future for FRS. Toward this end, we commit to cultivating a culture of trust in evidence-based science, to co-creating knowledge with communities that use that knowledge, and to helping FRS members effectively understand and utilize the latest in fascia research.

### *To meet this goal, we will:*

1. Plan and develop the continuation of the FRS signature event, Fascia Research Congress
2. Develop a Student Focused Congress to be held during years between the Fascia Research Congress.
3. Develop a Mentorship program, open to interested members, where members are partnered with other members based on experience gap and not age.
4. Develop and fund an Awards/Scholarship/Grant program for outstanding member fascia research
5. Implement a Visiting Scholar program, connecting clinicians and researchers worldwide
6. Maintain a commitment to diversity and underrepresented voices in the fascia field

## Goal 4: Membership Inclusion in FRS Activities

FRS recognizes the need for honoring member voices and their potential contributions to the ongoing work of Fascia Research Society. Toward this end, FRS is developing membership participation committees that will serve to not only address the needs and goals identified in this Strategic Plan, but to also build our future.

### *To meet this goal, we will:*

Develop and implement the following list of committees. Each of which will be led by an FRS board member(s) as committee chair.

1. Continuing Education
2. Scientific/Research
3. Media
4. Student Development
5. Business/Partnership
6. Publications

