



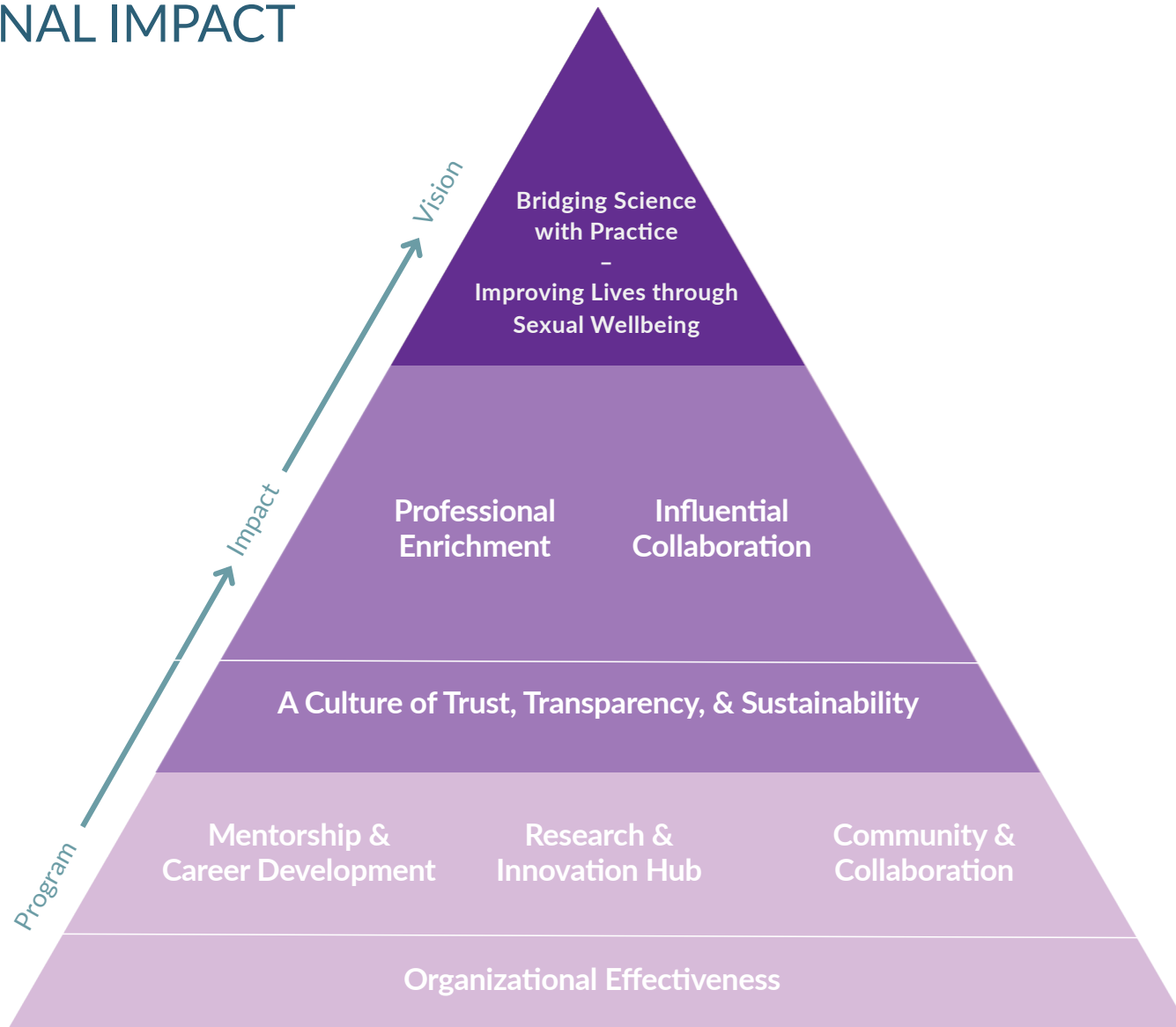
# SSTAR

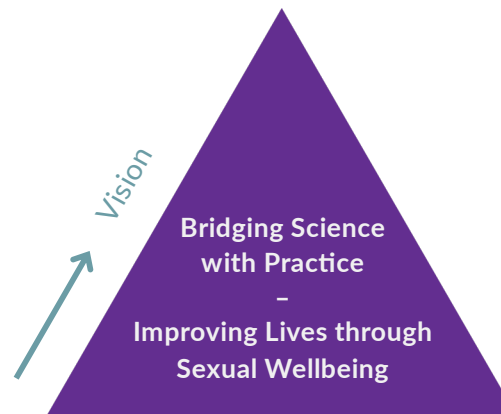
## Strategy Energizer - IMPACT PYRAMID - FINAL

*Go to the SSTAR  
Resource Hub here*



# SSTAR's FINAL IMPACT PYRAMID





**Vision Statement:**

To advance sexual wellbeing through a diverse professional community where clinical and research excellence converge, fostering collaborative innovation that enhances care for clients, patients, and society.

**Mission Statement:**

We equip sexuality professionals at all career stages through knowledge-sharing, mentorship, cross-disciplinary collaboration, and community-building—bridging research and clinical practice to advance the field with integrity and inclusivity

## Values:

To achieve our mission, we are steadfastly guided by these core values, presented in alphabetical order:

**Collaboration:** We connect multidisciplinary leaders in sex research, therapy, and medicine to promote collaboration and innovation.

**Equity, Diversity, and Inclusivity:** We individually and collectively work to:

- Foster an equitable, diverse, and inclusive environment in both sex therapy and research free from discrimination of any kind.
- Acknowledge diversity across sexual behavior, sexual preference, sexual expression, gender identity, relationship status, relationship structure, age, ability, socio-economic status, race, ethnicity, religion, political viewpoint, cultural and national background.
- Support meaningful and safe engagement with individuals and groups whose research and clinical practice have historically been underrepresented.

**Excellence:** We promote excellence in research, scientifically supported treatment approaches, and best practice in sex therapy and research.

**Freedom of Expression:** We welcome and encourage diverse opinions, thoughts, and topics that are grounded in SSTAR's values, including those that may generate controversy, and support open, thoughtful, and civil discourse.

**Innovation:** We encourage curious and thoughtful exploration of novel and diverse ideas, approaches, and research programs.

**Professional Conduct:** We uphold the highest standards of ethics and professional conduct in research and clinical practice and expect members to follow the codes of conduct specific to their discipline and that of SSTAR.

**Respect and Dignity:** We assume the right of all individuals to be treated with respect and dignity, including those with whom we disagree.

**Teaching and Mentorship:** We support teaching and mentoring of students, trainees, and early career professionals by providing opportunities for training and advancement within the field for members at all career levels, while recognizing and addressing particular barriers by historically disadvantaged groups.

# 3-Year Timeline

**Year 1: Get systems nailed down & create solid baseline from which to work**

**Years 2: Revitalize and strengthen some existing programs**

**Year 3: New program development & moving forward**

### Key Audience

Sexual Health Clinicians  
and Researchers at All  
Career Stages



## ♥ Professional Enrichment ♥ Impact Pillar 1

Supporting sexual health clinicians and researchers to advance their professional skills at  
all career stages with knowledge, mentorship, and opportunities to contribute  
meaningfully to sex therapy and research

### Strategic Objective 1 Bridge Research and Practice

#### Actions and Measures:

- **Develop practical implementation summaries of key research findings of members**
  - Output Measure: Create system to publish to the membership 2-3 brief implementation guides per year highlighting practical applications of member's current research in year 3
  - Outcome Measure: Implementation guides accessed by at least 60% of members and rated as "highly useful" by 75% of users
- **Enhance annual meeting with intentional integrated learning formats**
  - Output Measure: Each conference includes at least 2 research presentations with clinical application and 2 clinical presentations with research implications by year 2.
  - Outcome Measure: 70% of attendees report applying specific knowledge gained from conferences in their work
- **Host case-based learning sessions that integrate research insights with clinical expertise**
  - Output Measure: Two collaborative case-based learning sessions conducted with a clinician and a researcher by year 3
  - Outcome Measure: x% of participants report specific improvements in their clinical decision-making approach

### Strategic Objective 2 Foster Accessible Learning & Development

#### Actions and Measures:

- **Create sustainable hybrid learning options that balance in-person and virtual experiences**
  - Output Measure: Establish pricing and funding model for hybrid options that ensures financial viability by year 1
  - Outcome Measure: Hybrid options generate sufficient revenue to cover their operational costs plus 15%
- **Develop a framework for promoting diversity in educational content and leadership**
  - Output Measure: Create and implement diversity guidelines for conference presentations and leadership positions
  - Outcome Measure: Year-over-year increase in diversity metrics in line with established targets

### Strategic Objective 3 Promote Inclusive Sex Therapy & Research

#### Actions and Measures:

- **Establish an award for innovative and inclusive sex research**
  - Output Measure: Create research award framework and establish award funding for year 2 and program launch in year 3
  - Outcome Measure: Give research award at annual meeting in year 3.
- **Reinvigorate existing sex therapy awards**
  - Output Measure: Reevaluate sex therapy award framework in year 1 and establish award funding for year 2
  - Outcome Measure: Reevaluated sex therapy awards available in year 1
- **Create initiatives to enhance development and implementation of sex research**
  - Output Measure: Create framework for program of training on knowledge translation of sex research by year 3
  - Outcome Measure: Presentation of at least one training opportunity by year 3

### Key Audience

Sexual Health Clinicians  
and Researchers at All  
Career Stages

THRIVE  
IMPACT



## ♥ Professional Enrichment ♥

Impact Pillar 1

Supporting sexual health clinicians and researchers to advance their professional skills at all career stages with knowledge, mentorship, and opportunities to contribute meaningfully to sex therapy and research

### Strategic Objective 4 Support Professional Growth

#### Actions and Measures:

- Revitalize formal mentorship program connecting professionals across different career stages
  - Output Measure: Program launched with at least 10 mentor-mentee pairs in year two, with representation from early, mid, and senior career levels
  - Outcome Measure: 75% of mentees and mentors report satisfaction with the program within one year of program participation

### Key Audience

Multidisciplinary  
Professionals in Sex  
Research, Therapy, and  
Healthcare



## **Influential Collaboration**

*Impact Pillar 2*

Uniting diverse, cross-disciplinary expertise through innovative educational programming and membership engagement

### **Strategic Objective 1**

**Strengthen Inclusive Membership Community**

#### Actions and Measures:

- **Implement additional membership option(s) to increase financial accessibility**
  - Output Measure: Create and launch at least 1 membership tiers with clear value propositions within year 3
  - Outcome Measure: Existence of an additional membership tier
- **Revitalize and enhance ongoing engagement opportunities between annual conferences**
  - Output Measure: At least 4 between-conference virtual events offered annually with clear funding models by year 2.
  - Outcome Measure: x% increase in member retention and engagement scores, particularly among those who participate in between-conference activities

### **Strategic Objective 2**

**Foster Cross-Disciplinary Innovation**

#### Actions and Measures:

- **Revitalize and formalize strategic partnerships with clearly defined selection criteria**
  - Output Measure: Consider partnership evaluation framework and formalize relationships with 1-2 organizations in year one
  - Outcome Measure: 80% of members report improved access to cross-disciplinary knowledge through partnership activities
- **Facilitate collaborative presentations**
  - Output Measure: Host at least 2 collaborative workshops featuring presenters from cross-disciplinary sexuality organizations by year 2
  - Outcome Measure: 75% of workshop participants report increased understanding of interdisciplinary approaches

### **Strategic Objective 3**

**Improve Member-to-Member Communication**

#### Actions and Measures:

- **Evaluate and implement an improved digital communication platform**
  - Output Measure: Complete platform evaluation, select new solution, and achieve 75% member migration within 6 months
  - Outcome Measure: 70% of members report satisfaction with the new platform's functionality and ease of use
- **Establish clear moderation guidelines for professional exchange**
  - Output Measure: Develop, publish, and implement moderation framework with community input by year 1
  - Outcome Measure: x% of members report that knowledge gained through forums directly improved their professional practice or research OR 80% reduction in reported communication issues while maintaining active engagement
- **Host structured topic-focused discussions with expert facilitation**
  - Output Measure: Conduct 1 facilitated discussion on key topic at the annual meeting
  - Outcome Measure: 65% of participants report satisfaction with the discussion



## A Culture of Trust, Transparency, & Sustainability Impact Foundation

To effectively create impact through Professional Enrichment and Influential Collaboration, SSTAR must cultivate an internal culture that fosters trust, clear communication, financial resilience, and inclusive practices.

### Strategic Objective 1

#### Establish Clear Organizational Vision & Values

##### Actions and Measures:

- **Embed values & strategic plan in decision-making throughout organization**
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan
- **Create a comprehensive values communication strategy**
  - Output Measure: Implement multi-channel communication plan reaching all members with values messaging by year one
  - Outcome Measure: 75% of members report that SSTAR's communications consistently reflect its stated values

### Strategic Objective 2

#### Enhance Governance & Leadership Transparency

##### Actions and Measures:

- **Formalize transparent leadership practices and communication channels**
  - Output Measure: Implement quarterly SSTAR Business Update membership emails and as-needed Message from the President emails reaching 80% of membership by year one
  - Outcome Measure: 70% of members report satisfaction with leadership transparency in annual survey
- **Develop clear role definitions and governance structure**
  - Output Measure: Document leadership positions with clear responsibilities, including management company roles finalized in 6 months
  - Outcome Measure: 100% clarity among all leadership positions about their roles and responsibilities
- **Develop member feedback and co-creation mechanisms**
  - Output Measure: Implement feedback systems capturing input directly related to strategic plan outcome measures from 75% of the membership annually year 1
  - Outcome Measure: 100% of new initiatives incorporate direct member input and co-creation elements
- **Create streamlined feedback mechanisms for leadership effectiveness**
  - Output Measure: Implement simple, low-burden feedback system for leadership by year 1
  - Outcome Measure: 75% of leadership report that feedback systems provide valuable insight without adding significant burden

### Strategic Objective 3

#### Strengthen Financial Sustainability

##### Actions and Measures:

- **Establish dedicated fundraising leadership**
  - Output Measure: Redefine Development Officer role to focus on sponsorships and fundraising within 6 months, while transitioning current activities to a new Program Chair
  - Outcome Measure: New fundraising initiatives generate at least \$30,000 in additional annual revenue by end of year two
- **Diversify revenue streams beyond membership and conferences**
  - Output Measure: Identify and implement 1-2 new revenue sources in year one
  - Outcome Measure: Non-membership revenue increases to 30% of total organizational income
- **Develop a strategic financial reserve**
  - Output Measure: Establish reserve fund policy and begin allocations by year 1
  - Outcome Measure: Build financial reserves to cover 3 months of operating expenses by year 2

A Culture of Trust, Transparency, & Sustainability

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

*Impact Foundation*

To effectively create impact through Professional Enrichment and Influential Collaboration, SSTAR must cultivate an internal culture that fosters trust, clear communication, financial resilience, and inclusive practices.

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- **Develop clear definition and framework for inclusivity in SSTAR's context**
  - Output Measure: Create and approve an inclusivity framework document with member input by year 3
  - Outcome Measure: 80% of members report understanding and alignment with SSTAR's inclusivity approach
- **Establish leadership structures to guide inclusion initiatives**
  - Output Measure: Form DEIA committee or leadership role with clear mandate and resources by year 2
  - Outcome Measure: Committee/leader reports understanding of their role and how it integrates into existing structure & strategic plan
- **Ensure inclusivity is integrated across all SSTAR activities**
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)



## **SSTAR Programs**

### **Mentorship & Career Development**

*Supporting early-career professionals and fostering excellence across all career stages*

**SSTAR Mentorship Alliance**  
(Re-institution of previous mentorship program)

- Multi-level Mentorship Matching
- Mentor Training & Support
- Leiblum Student Fund for Future Leaders

**Professional Development Pathways\*** (Enhanced program)

- Between-Conference Engagement
- Sustainable Hybrid Learning Options
- Knowledge Transfer Trainings

### **Research & Practice Integration**

*Advancing knowledge through cutting-edge research, evidence-based practice, and accessible learning*

**SSTAR Academy & Annual Conferences** (Existing programs)

- Research-Practice Exchange Sessions
- Case-Based Learning with Research Integration

**Research Innovation Awards\*** (Enhanced program)

- Annual Recognition
- Implementation Funding
- Member Research Spotlight

### **Community & Collaboration**

*Creating structured opportunities for member engagement, knowledge exchange, and interdisciplinary collaboration.*

**Strategic Partnership Initiative**  
(New program with focused implementation)

- Partnership Evaluation Framework
- Collaborative Workshops

**Member Connection Network\***  
(Enhanced program to replace previous listserv)

- Digital Connection Platform
- Informal Networking Events

### **Organizational Effectiveness**

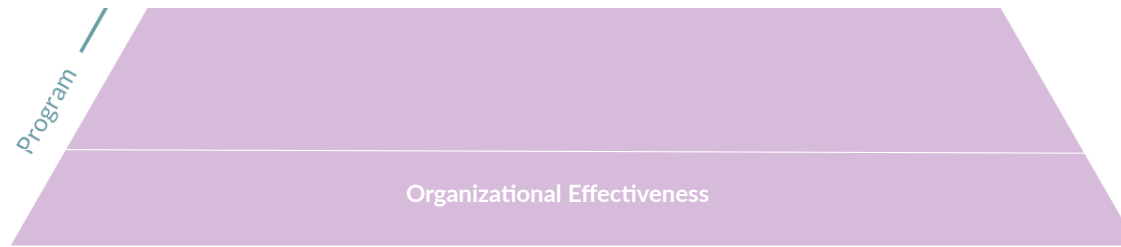
*Ensuring SSTAR's sustainability, inclusivity, and operational effectiveness*

**Diversity & Inclusion Initiative**  
(Existing initiative)

- Financial Membership Tier
- Inclusive Content Guidelines

**Governance & Sustainability Program\***  
(New program)

- Core Values Implementation
- Transparent Leadership Practices
- Financial Diversification
- Strategic Reserve Fund
- Feedback System among Leadership



## Existing Programs

- Annual Meeting
- Fall Clinical Case Conference
- Monthly Announcements
- Yearly Newsletter (**reimagine**)
- SSTARGAZE Forum (**reevaluate**)
- WAS liaison
  - WAS Symposium (on occasion)
  - NAFSO participation
- Social Media (**reimagine**)
- Collaborations
  - ISSWSH/SSTAR workshops
  - SMSNA Speaker exchange
- Resource page on website (**end**)
- Student Programs
- Regional Meetings (**end**)
- Strategic Plan (every 3 years going forward)
- President's Updates (when needed)
- Find a Therapist/Research
- Sponsorship/Funding
  - Yearly donations for Annual Meeting
  - MAP STP Endowment
  - Leiblum Award
- Membership/Recruitment
- CE Credits
- Financials
- Awards
  - Professional Book Award (biannual)
  - Consumer Book Award (biannual)
  - Poster Awards
  - Leiblum Paper Award
  - Masters and Johnson Award
  - SSTAR Service Award
  - Mentorship Award
- Prep Business Meetings (part of annual meeting)
- Mentorship Program (**restart**)
- SSTAR Academy (**reimagine**)

# Recommendations for 3-year timeline

## **Year 1:**

- Develop clear roles and governance structure
- Establish Programs Officer, select new Development Officer, and select DEIA Officer
- Review Existing Programs
- Link decisions and proposed programs to Impact Pyramid, resources, and advocacy decision
- Create sustainable learning options that balance in-person and virtual experiences
- Redesign membership categories to include discipline diversity
- Revitalize formal mentorship program connecting professionals across different career stages
- Revitalize and formalize strategic collaborations with clearly defined selection criteria
- Evaluate and implement an improved digital communications platform (i.e., SSTARGAZE Forums)
- Establish clear moderation guidelines for professional exchange
- Establish plan to diversify revenue sources
- Develop plan to strengthen financial reserve fund
- Develop member feedback and co-creation mechanisms

# Recommendations for 3-year timeline

## **Year 2 (Based on findings of year 1):**

- Enhance annual meeting with intentional integrated learning formats
- Establish an award for innovative and inclusive sex research
- Revitalize and enhance ongoing engagement opportunities between annual conferences
- Host structured, topic discussions with expert facilitation (research practice exchanges, case-base learning with research integration)
- Develop a framework for promoting diversity in educational content and leadership
- Diversify revenue streams beyond membership and conferences
- Establish dedicated fundraising leadership with \$30,000 additional revenue
- Reinvigorate existing sex therapy awards
- Establish leadership structures to guide inclusivity initiatives
- Research Innovation Awards: annual recognition, implementation funding, member research spotlight
- Partnership evaluation framework
- Facilitate collaborative presentations
- Effective digital connection platform
- Update membership on strategic plan progress
- Feedback system among leadership

# Recommendations for 3-year timeline

## **Year 3 (Based on findings of years 1 and 2):**

- Host case-based learning sessions that integrate research insights with clinical expertise
- Create initiatives to enhance development and implementation of sex research
- Ensure inclusivity is integrated across all SSTAR activities
- Financial diversification
- Strengthened strategic reserve fund
- Develop practical implementation summaries of key research findings
- Implement additional membership options to increase financial accessibility
- Develop clear definition and framework for inclusivity in SSTAR's context
- Establish leadership structures to guide inclusion initiatives
- Ensure inclusivity is integrated across all SSTAR activities

# ROLES



## 🌟 Influential Collaboration 🌟

### Strategic Objective 1 Strengthen Inclusive Membership Community

#### Actions and Measures:

- Revitalize and enhance ongoing engagement opportunities between annual conferences
  - Output Measure: At least 4 between-conference virtual events offered annually with clear funding models by year 2.
  - Outcome Measure: x% increase in member retention and engagement scores, particularly among those who participate in between-conference activities

### Strategic Objective 2 Foster Cross-Disciplinary Innovation

#### Actions and Measures:

- Revitalize and formalize strategic partnerships with clearly defined selection criteria
  - Output Measure: Consider partnership evaluation framework and formalize relationships with 1-2 organizations in year one
  - Outcome Measure: 80% of members report improved access to cross-disciplinary knowledge through partnership activities
- Facilitate collaborative presentations
  - Output Measure: Host at least 2 collaborative workshops featuring presenters from cross-disciplinary sexuality organizations by year 2
  - Outcome Measure: 75% of workshop participants report increased understanding of interdisciplinary approaches

### Strategic Objective 3 Improve Member-to-Member Communication

#### Actions and Measures:

- Host structured topic-focused discussions with expert facilitation
  - Output Measure: Conduct 1 facilitated discussion on key topic at the annual meeting
  - Outcome Measure: 65% of participants report satisfaction with the discussion

# Programs Officer

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1 Establish Clear Organizational Vision & Values

#### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

### Existing Programs:

- SSTAR Academy (reimagined)
- ISSWSH/SSTAR workshops
- Collaborations
- Development of new programs

## ♥ Professional Enrichment ♥

### Strategic Objective 4 Support Professional Growth

#### Actions and Measures:

- Revitalize formal mentorship program connecting professionals across different career stages
  - Output Measure: Program launched with at least 10 mentor-mentee pairs in year two, with representation from early, mid, and senior career levels
  - Outcome Measure: 75% of mentees and mentors report satisfaction with the program within one year of program participation

## ✨ Influential Collaboration ✨

### Strategic Objective 1 Strengthen Inclusive Membership Community

#### Actions and Measures:

- Implement additional membership option(s) to increase financial accessibility
  - Output Measure: Create and launch at least 1 membership tiers with clear value propositions within year 3
  - Outcome Measure: Existence of an additional membership tier

### Existing Programs:

- Mentorship Program
- SMSNA Speaker Exchange
- Find a Therapist/Researcher
- First Time Attendee / New Member Welcome at Annual Meeting
- Mentorship Award

# Membership Officer

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1 Establish Clear Organizational Vision & Values

#### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 2 Enhance Governance & Leadership Transparency

#### Actions and Measures:

- Develop member feedback and co-creation mechanisms
  - Output Measure: Implement feedback systems capturing input directly related to strategic plan outcome measures from 75% of the membership annually year 1
  - Outcome Measure: 100% of new initiatives incorporate direct member input and co-creation elements

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

## ♥ Professional Enrichment ♥

### Strategic Objective 1 Bridge Research and Practice

#### Actions and Measures:

- **Develop practical implementation summaries of key research findings of members**
  - *Output Measure: Create system to publish to the membership 2-3 brief implementation guides per year highlighting practical applications of member's current research in year 3*
  - *Outcome Measure: Implementation guides accessed by at least 60% of members and rated as "highly useful" by 75% of users*

## ✨ Influential Collaboration ✨

### Strategic Objective 3 Improve Member-to-Member Communication

#### Actions and Measures:

- **Evaluate and implement an improved digital communication platform**
  - *Output Measure: Complete platform evaluation, select new solution, and achieve 75% member migration within 6 months*
  - *Outcome Measure: 70% of members report satisfaction with the new platform's functionality and ease of use*
- **Establish clear moderation guidelines for professional exchange**
  - *Output Measure: Develop, publish, and implement moderation framework with community input by year 1*
  - *Outcome Measure: x% of members report that knowledge gained through forums directly improved their professional practice or research OR 80% reduction in reported communication issues while maintaining active engagement*

# Communications Officer

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1 Establish Clear Organizational Vision & Values

#### Actions and Measures:

- **Embed values & strategic plan in decision-making throughout organization**
  - *Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one*
  - *Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan*
- **Create a comprehensive values communication strategy**
  - *Output Measure: Implement multi-channel communication plan reaching all members with values messaging by year one*
  - *Outcome Measure: 75% of members report that SSTAR's communications consistently reflect its stated values*

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- **Ensure inclusivity is integrated across all SSTAR activities**
  - *Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3*
  - *Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)*

### Existing Programs:

- Monthly Announcements
- Yearly Newsletter (reimagined)
- SSTARGaze Forums (reevaluate)
- Social Media (reimagine)

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1

#### Establish Clear Organizational Vision & Values

##### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 4

#### Foster Culture of Belonging & Inclusion

##### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

## Development Officer

### Strategic Objective 3

#### Strengthen Financial Sustainability

##### Actions and Measures:

- Establish dedicated fundraising leadership
  - Output Measure: Redefine Development Officer role to focus on sponsorships and fundraising within 6 months, while transitioning current activities to a new Program Chair
  - Outcome Measure: New fundraising initiatives generate at least \$30,000 in additional annual revenue by end of year two
- Diversify revenue streams beyond membership and conferences
  - Output Measure: Identify and implement 1-2 new revenue sources in year one
  - Outcome Measure: Non-membership revenue increases to 30% of total organizational income
- Develop a strategic financial reserve
  - Output Measure: Establish reserve fund policy and begin allocations by year 1
  - Outcome Measure: Build financial reserves to cover 3 months of operating expenses by year 2

### Existing Programs:

- Sponsorship/Funding
  - Yearly donations for Annual Meeting
  - MAP STP Endowment
  - Leiblum Award fundraising

## A Culture of Trust, Transparency, & Sustainability

### Strategic Objective 1 Establish Clear Organizational Vision & Values

#### Actions and Measures:

- **Embed values & strategic plan in decision-making throughout organization**
  - *Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one*
  - *Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan*

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- **Develop clear definition and framework for inclusivity in SSTAR's context**
  - *Output Measure: Create and approve an inclusivity framework document with member input by year 3*
  - *Outcome Measure: 80% of members report understanding and alignment with SSTAR's inclusivity approach*
- **Ensure inclusivity is integrated across all SSTAR activities**
  - *Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3*
  - *Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)*

# Diversity, Equity, Inclusion & Accessibility Officer

## Professional Enrichment

### Strategic Objective 2 Foster Accessible Learning & Development

#### Actions and Measures:

- **Develop a framework for promoting diversity in educational content and leadership**
  - *Output Measure: Create and implement diversity guidelines for conference presentations and leadership positions*
  - *Outcome Measure: Year-over-year increase in diversity metrics in line with established targets*

## A Culture of Trust, Transparency, & Sustainability

### Strategic Objective 1

#### Establish Clear Organizational Vision & Values

##### Actions and Measures:

- **Embed values & strategic plan in decision-making throughout organization**
  - *Output Measure:* Develop and implement values-based procedures for each leadership position and committee by year one
  - *Outcome Measure:* 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 2

#### Enhance Governance & Leadership Transparency

##### Actions and Measures:

- **Formalize transparent leadership practices and communication channels**
  - *Output Measure:* Implement quarterly SSTAR Business Update membership emails and as-needed Message from the President emails reaching 80% of membership by year one
  - *Outcome Measure:* 70% of members report satisfaction with leadership transparency in annual survey
- **Develop clear role definitions and governance structure**
  - *Output Measure:* Document leadership positions with clear responsibilities, including management company roles finalized in 6 months
  - *Outcome Measure:* 100% clarity among all leadership positions about their roles and responsibilities
- **Create streamlined feedback mechanisms for leadership effectiveness**
  - *Output Measure:* Implement simple, low-burden feedback system for leadership by year 1
  - *Outcome Measure:* 75% of leadership report that feedback systems provide valuable insight without adding significant burden

### Strategic Objective 4

#### Foster Culture of Belonging & Inclusion

##### Actions and Measures:

- **Establish leadership structures to guide inclusion initiatives**
  - *Output Measure:* Form DEIA committee or leadership role with clear mandate and resources by year 2
  - *Outcome Measure:* Committee/leader reports understanding of their role and how it integrates into existing structure & strategic plan
- **Ensure inclusivity is integrated across all SSTAR activities**
  - *Output Measure:* Review and revise key organizational policies and practices through inclusivity lens by year 3
  - *Outcome Measure:* 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

# President

## Professional Enrichment

### Strategic Objective 1 Bridge Research and Practice

##### Actions and Measures:

- **Host case-based learning sessions that integrate research insights with clinical expertise**
  - *Output Measure:* Two collaborative case-based learning sessions conducted with a clinician and a researcher by year 3
  - *Outcome Measure:* x% of participants report specific improvements in their clinical decision-making approach

### Strategic Objective 2 Foster Accessible Learning & Development

##### Actions and Measures:

- **Create sustainable hybrid learning options that balance in-person and virtual experiences**
  - *Output Measure:* Establish pricing and funding model for hybrid options that ensures financial viability by year 1
  - *Outcome Measure:* Hybrid options generate sufficient revenue to cover their operational costs plus 15%

## Existing Programs:

- Fall Clinical Case Conference
- Liaison with WAS appointee
- WAS Symposium (on occasion)
- NAFSO Participation
- Strategic Plan (every 3 years)
- President Updates (as needed)
- SSTAR Service Award
- Member of Presidents Trio

## ♥ Professional Enrichment ♥

### Strategic Objective 3 Promote Inclusive Sex Therapy & Research

#### Actions and Measures:

- Establish an award for innovative and inclusive sex research
  - Output Measure: Create research award framework and establish award funding for year 2 and program launch in year 3
  - Outcome Measure: Give research award at annual meeting in year 3.
- Reinvalidate existing sex therapy awards
  - Output Measure: Reevaluate sex therapy award framework in year 1 and establish award funding for year 2
  - Outcome Measure: Reevaluated sex therapy awards available in year 1

#### Existing Programs:

- Professional Book Award (biannual)
- Consumer Book Award (biannual)
- Student Programs
- Liaison for Student EC Reps
- New Initiatives
- Member of Presidents Trio
- Steering Committee Chair

# President-Elect

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1 Establish Clear Organizational Vision & Values

#### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 4 Foster Culture of Belonging & Inclusion

#### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

# Immediate Past President

## 🌻 A Culture of Trust, Transparency, & Sustainability 🌻

### Strategic Objective 1

#### Establish Clear Organizational Vision & Values

##### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

### Strategic Objective 4

#### Foster Culture of Belonging & Inclusion

##### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

## Existing Programs:

- Masters and Johnson Award
- Nominations Committee Chair
- Council of Past Presidents Chair
- Member of Presidents Trio



# Treasurer/Secretary

🌻 A Culture of Trust, Transparency, & Sustainability 🌻

## Strategic Objective 1

Establish Clear Organizational Vision & Values

### Actions and Measures:

- Embed values & strategic plan in decision-making throughout organization
  - Output Measure: Develop and implement values-based procedures for each leadership position and committee by year one
  - Outcome Measure: 90% of major organizational decisions documented with explicit connection to SSTAR's values and strategic plan

## Strategic Objective 4

Foster Culture of Belonging & Inclusion

### Actions and Measures:

- Ensure inclusivity is integrated across all SSTAR activities
  - Output Measure: Review and revise key organizational policies and practices through inclusivity lens by year 3
  - Outcome Measure: 75% of members from underrepresented groups report feeling valued and included by year 4 (to be revisited at next strategic plan)

## Existing Programs:

- Financials

# **Notes on Advocacy from the SSTAR 2025 Business Meeting**

# Collective Thoughts on Advocacy - 1

- A slight majority of members (51.5 to 48.7%) who participated in the membership survey supported public-facing advocacy. However, their ideas of what constituted “advocacy” varied widely.
- We don’t have the resources or skills to do public-facing advocacy (e.g., government petitions, organizing protests, media work), but we should do more explicit internal advocacy work
- Focus on where we will have the most impact. Do a few things well.
- We should include clearly defined advocacy within our mandate, rather than saying we don't do advocacy.
- Can be strategic about our partnerships to support those doing public-facing advocacy (e.g., WAS, NAFSO). Can connect SSTAR members to advocacy groups, contribute support to advocacy groups through participation or funds, and provide education programming)
- This is ongoing work that we will continue to revisit and discuss with membership

## Collective Thoughts on Advocacy - 2

Ways that we already engage in internal advocacy:

- who we platform at our conferences
- how and when we intervene in listserv discussions
- when we choose to send messages of care or solidarity to members
- continuing to support, foster, and encourage inclusive research and clinical practice (which is a form of advocating for better care and outcomes)
- providing opportunities at conferences, on the list-serve, and in other ways to bring together people specifically to allow them to discuss how they can continue to conduct research and/or provide clinical practice in hostile political climates

# Collective Thoughts on Advocacy - 3

Ways that we could further engage in advocacy:

- Increased connection to WAS
- Participation in NAFSO discussions
- Intentional sex research & therapy awards
- Increased focus on sponsorships for accessibility and inclusivity to meetings and resources
- Posting our position on sexual health and wellness and inclusivity visibly on our website
- continuing to be visible through where we hold conferences
- how and when we intervene in forum discussions
- connecting patients with resources and support through our website where they can connect with a sex therapist and/or find researchers conducting relevant research

# Collective Thoughts on Advocacy - 4

Ways that we do NOT engage in advocacy

- creating or signing letters and petitions, organizing protests, media engagement or in other ways campaigning for social justice or that, through other means, directly aim to influence public attitudes, policies, laws, civil rights, and human rights issues.

Reasons for not engaging in advocacy

- due to limited financial and human resources
- lack of board members with the necessary expertise
- lack of consensus across the membership

# Defining & Communicating Advocacy to Members

- Acknowledging advocacy as a value/something that guides us in our pursuit of an inclusive, rigorous science and high-quality clinical practice
- Identifying the ways we are working to be advocates within our scope of competence as an organization
- Consistent attention to the inclusion and protection of marginalized groups in the society, as well as in sex therapy and research, is the appropriate approach to advocacy for our organization
- Provide clear examples of ways that we do engage in advocacy, as well as clear examples of ways that we do not do advocacy.

# **Cautions on How We Communicate Advocacy**

- How we talk about advocacy publicly (e.g., on the website) needs to be considered. Potential for legal action from groups with competing interests if our values and advocacy goals are publicly known.
- We should consider engaging expert advice (legal and/or EDI consultation) on how best to do this.
- This is an ongoing and evolving process that we will need to commit to and continue to re-evaluate