

STRATEGIC PLAN 2026

1 Elevate Events

We are committed to expanding and enriching SPN events to cultivate deeper human connection across our community. Board members overwhelmingly ranked events as their top priority, emphasizing how essential real, in-person engagement has become in today's increasingly digital and isolated world. SPN events allow us to gather, share energy, build trust, and create meaningful interdisciplinary relationships that strengthen our profession. SPN will prioritize community connection throughout the entire year, ensuring members have opportunities to engage, collaborate, and build relationships beyond the annual Summit.

Expand and enhance SPN community engagement:

- Increase virtual webinar events throughout the year
- Strengthen programming for the annual Sports Pharmacy Summit
- Streamline continuing education accreditation processes
- Foster a strong sense of community throughout the year

Increase accessibility and reach:

- Facilitate professional career connections
- Strengthen our SPN Student Chapters
- Develop infrastructure for International Chapters
- Offer mentorship workshops for members

2

Advance Educational Resources

Expand our educational content library

- Produce new JTEs, clinical cases, and other educational resources
- Develop specialty topic bundles for ATs, PTs, RDs, MDS, and coaches
- Introduce structured competency pathways for sports pharmacy skill development and courses

Seek member and learner input

- Conduct member surveys to identify priority education topics
- Collect outcome measures and learner satisfaction data to guide continuous improvement
- Allow members to submit topic suggestions, case ideas, and educational gaps they encounter in practice

3

Grow Social Media Reach

Strengthen content strategy

- Produce consistent educational graphics, reels, and case spotlights
- Highlight member stories, athlete features, and behind-the-scenes project updates
- Share global sports pharmacy perspectives to increase international resonance

Build community through connection

- Spotlight interdisciplinary voices across the sports performance field
- Feature more live Q&As, panel clips, and event recaps
- Engage student chapters and new members in content creation initiatives
- Enhance our global reach by sharing international member stories, cultural perspectives, and sports pharmacy practices from around the world

4

Strengthen Network

Expand interdisciplinary and international relationships

- Highlight cross-disciplinary success stories to promote shared learning
- Spotlight international contributors, practice models, and athlete-care approaches
- Provide tools and prompts that help members initiate collaboration and mentorship

Grow cross-organization collaboration

- Host co-branded networking events with aligned sports medicine organizations
- Facilitate introductions between SPN members and partner organizations
- Establish joint networking initiatives with educational institutions, sports academies, and other national/international professional associations