



North American Primary Care Research Group (NAPCRG)

Strategic Plan Initiatives and Dashboard

**Revised Mission
Statement**
(adopted on
11/20/25)

NAPCRG is a leading global advocate for primary care research, committed to nurturing and supporting learners and interdisciplinary professionals at all career stages. In partnership with individuals, families, and communities, we aim to support the creation of new knowledge and evidence that transforms health and health care worldwide.

Strategic Plan Timeline: January 1, 2026 -- December 31, 2028

Strategic Initiatives

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| Initiative I. | Identity and Policies |
| Initiative II. | Membership |
| Initiative III. | Partnerships |
| Initiative IV. | Programming |
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North American Primary Care Research Group (NAPCRG) Strategic Plan Dashboard

Strategic Initiative I. Identity and Policies

Actions	Activity / Task	KPI/Deliverable	Person Accountable	Deadline	Progress
A. Defining our Values					
1a. Reevaluate and reaffirm NAPCRG's core values	<ol style="list-style-type: none"> 1. Create a subcommittee of the NAPCRG Board of Directors to plan a plenary session and table discussions during NAPCRG Annual Meeting focused on NAPCRG's core values. (Delete: Send out a survey (audit) to the NAPCRG Board of Directors to assess their priorities for NAPCRG's values.) 2. Hold a workshop at the May 2027 (Delete: November 2026) Board of Directors meeting to review and discuss NAPCRG's values. 	Solidify NAPCRG's values	Executive Director and Executive Committee	December 31, 2027	To Do
1b. Evaluate NAPCRG programs	<ol style="list-style-type: none"> 1. Conduct a formal evaluation of the Grant Generating Project (GGP) Fellowship 	Identify areas of improvement for the GGP Fellowship	Training Program Project Manager	December 31, 2027	To Do
B. Brand Recognition					
2a. Assess NAPCRG's brand recognition	<ol style="list-style-type: none"> 1. Gather insights from members during plenary session at NAPCRG 2026 meeting to assess and explore NAPCRG's brand, name and other insights. (Delete: and stakeholders on brand visibility and impact (using data from Member Needs Assessment and Impact Needs Assessment)) 	Insights from members on NAPCRG brand	Manager of Communications and Operations	December 31, 2026	To Do
2b. Strengthen brand representation and values	<ol style="list-style-type: none"> 1. Define what it means to be a NAPCRG board member, committee member, and/or volunteer emphasizing core values and identity 2. Develop resources and training to help NAPCRG board members (board orientation), committee members (targeted communications), and/or volunteers (targeted communications) authentically embody and communicate NAPCRG's "why" and values 3. Staying firm and clear about what makes NAPCRG unique, and ensuring this is communicated to current members and prospective recruits. 	NAPCRG board members, committee members, and/or volunteers are aligned with NAPCRG's identity and values	Governance Committee, Executive Director and Manager of Communications and Operations	December 31, 2027	To Do
2c. Enhance brand awareness among members	<ol style="list-style-type: none"> 1. Ensure members clearly recognize NAPCRG's core values and identity 2. Implement strategies to reinforce brand identity through engagement, messaging, and visibility efforts 3. Encourage ambassadors and leaders to model brand values in professional and public spaces 	NAPCRG members appreciate the value and brand	Membership Committee and Manager of Communications and Operations	December 31, 2028	To Do
2d. Explore changing the name of NAPCRG	<p style="text-align: center;">This could involve:</p> <ol style="list-style-type: none"> 1. Hiring a marketing firm to help with this work and effort 2. Discuss with board, executive committee and membership committee 	Name change that still resonates with NAPCRG's core mission and values and represents a more integrated international approach	Committees necessary for decision-making and Manager of Communications and Operations	December 31, 2028	To Do
C. Policy Assessment					
3a. Conduct a comprehensive policy audit	<ol style="list-style-type: none"> 1. Review existing policies and bylaws to ensure consistency between documents 2. Identify gaps and misalignments between policies 	Complete policy audit for Board of Directors review	Governance Committee and Executive Director	December 31, 2027	To Do
3b. Develop a clear, consolidated policy framework	<ol style="list-style-type: none"> 1. Create a single, well-documented policy framework based on audit findings 2. Ensure policies are clearly defined, accessible, and aligned with organizational goals 3. Establish a review process to keep policies up to date and relevant 	Complete framework for Board of Director review	Governance Committee and Executive Director	December 31, 2028	To Do
D. Enhance visibility and accessibility of NAPCRG's guiding policies and principles					
4a. Improve accessibility of policies	<ol style="list-style-type: none"> 1. Centralize all guiding policies and principles in an easy-to-navigate online repository 2. Ensure documents are formatted for clarity, accessibility, and ease of reference 3. Provide translations or summaries for key policies, if applicable 	Policies are accessible and user-friendly	Manager of Communications and Operations	December 31, 2028	To Do
4b. Integrate policies into organizational practices	<ol style="list-style-type: none"> 1. Ensure policies are regularly referenced in decision-making and governance discussions 2. Embed guiding principles into event and program materials, presentations, and leadership meetings 3. Establish a process for members to provide feedback or request clarifications on policies 	Policies are integrated into decision making	NAPCRG Staff and Board of Directors	June 30, 2028	To Do

North American Primary Care Research Group (NAPCRG)						
Strategic Plan Dashboard						
Strategic Initiative II.		Membership				
Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress	
A. Create a Membership Committee						
1a. Establish committee structure and governance	<ol style="list-style-type: none"> Define the committee's purpose, goals, responsibilities, members, and staffing Draft and finalize a proposal to the board for a new membership committee board seat Gain board approval for the committee structure and objectives 	Membership committee is established	Executive Director, Governance Committee, and Board of Directors	March 31, 2026	Complete	
1b. Recruit and onboard committee chair and members	<ol style="list-style-type: none"> Include Membership Chair in the December 2026 Call for Nominations to the Board of Directors Include Membership Committee members in the 2026 Call for Nominations Identify and invite diverse members across career stages, regions, and expertise areas to apply, as well as a patient representative Board of Directors will elect the Membership Committee Chair 	Membership Committee Chair and members are recruited and elected	Executive Director and Governance Committee	June 1, 2027	To Do	
1c. Launch committee initiatives and evaluate impact	<ol style="list-style-type: none"> Membership committee is launched and aligns on goals, expectations, and roles based on the Member Needs Assessment Identify and prioritize key membership engagement initiatives Collaborate with other NAPCRG committees to align efforts and avoid duplication Establish feedback mechanisms for members to share insights and needs Monitor progress using key performance indicators and adjust strategies as needed Provide comprehensive formal report to Board of Directors 	Launch of the Membership Committee and provided a report to the Board of Directors	Membership Committee Chair	December 31, 2028	To Do	
1d. Add a Vice Chair to the committee	<ol style="list-style-type: none"> Add a Vice Chair to the committee to oversee the communication component 	Vice Chair position created and filled	Membership Committee Chair and Committee	December 31, 2028	To Do	
B. Membership Vitality						
2a. Establish membership benefits	<ol style="list-style-type: none"> Establish clear membership benefits plan utilizing information from Member Needs Assessment Develop a guide based on the plan 	Membership benefits are established	Membership Committee and Manager of Communications and Operations	December 31, 2028	To Do	
2b. Communication and promotion of membership benefits	<ol style="list-style-type: none"> Share the guide with current and prospective members Clearly articulate the value of membership 	Membership benefits are incorporated into NAPCRG communications	Manager of Communications and Operations	December 31, 2028	To Do	
C. Develop NAPCRG membership opportunities						
3a. Develop an institutional membership category	<ol style="list-style-type: none"> Define institutional membership benefits, registration discounts, marketing, promotion, dues structure, and any other necessary components Develop proposal for board approval 	Institutional membership category created	Membership Committee and Board of Directors	March 31, 2027	To Do	
3b. Market and launch institutional membership	<ol style="list-style-type: none"> Create a marketing campaign for institutional memberships to attract new organizations and support cross-sector research dissemination Update website and AMS to reflect institutional memberships 	Institutional membership launched	Administrative Coordinator and Membership Committee	December 31, 2028	To Do	
3c. Create a Diversity, Equity and Inclusion Committee	<ol style="list-style-type: none"> Gauge interest via member needs assessment Gauge interest via Membership Committee Explore implications with Executive Committee 	Create DEI Committee if deemed appropriate	Executive Director, Manager of Communications and Operations, Executive Committee and Membership Committee	December 31, 2028	To Do	

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Strategic Initiative III. Partnerships

Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress
A. Map current and potential strategic partners ongoing support and collaboration					
1. Identification of partners	1. Define "partner" - are they helping to align with our message and drive our brand, are they funding partners or both? 2. Identify current key institutions and organizations partnered with NAPCRG 3. Identify potential institutions and organizations both domestic and global, especially those committed to patients, PBRNs, and cross-sector collaboration, aligned with NAPCRG's mission	Current and potential partners identified	Executive Committee, Board of Directors and Executive Director	June 30, 2027	To Do
B. Develop a formal partnership program, and tracking system					
2a. Define partnership criteria Develop a partnership program, as it helps define eligibility.	1. Outline eligibility requirements and benefits for partnerships 2. Review current partnership tiers and adjust as needed 3. Ensure alignment with NAPCRG's mission, values, and strategic goals. 4. Identify how partners could help fill NAPCRG's gaps, strengths, and develop our opportunities for strategic growth	Partnership criteria is reviewed.	Executive Committee and Executive Director	December 31, 2028	To Do
2b. Develop a formal partnership agreement process	1. Create standardized Memorandums of Understanding (MOUs) or agreements (similar to WONCA's Collaboration Plan) outlining roles, expectations, timeline and commitments 2. Establish a review and approval process for new partnerships 3. Develop a timeline for partnership evaluations and renewals	Formal partnership agreement template is developed and an approval process and timeline are in place.	Executive Committee and Executive Director	December 31, 2028	To Do
2c. Establish liaisons and tracking system for partnerships and institutional members	1. Assign dedicated liaisons or NAPCRG representatives to facilitate relationships 2. Establish a tracking system to monitor partnership and institutional membership activities, successes, and areas for improvement	Liaisons are determined and a tracking system is established	NAPCRG Staff (TBD)	December 31, 2028	To Do
C. Implement the partnership program					
3a. Market partnership program	1. Create marketing campaign for partnership program	Marketing plan in place for partnership program	Manager of Communications and Operations	December 31, 2028	To Do
3b. Launch partnership program	1. Cultivate and solicit potential partners	Partnership program is implemented	NAPCRG Staff and Board of Directors	December 31, 2028	To Do
D. Partnerships					
4a. American College of Osteopathic Family Physicians (ACOF) Collaboration	1. Start discussions with ACOFP regarding NAPCRG supporting their research enterprise 2. Explore how ACOFP can attend NAPCRG Annual Meetings 3. Encourage ACOFP members to join NAPCRG	Collaboration is established (i.e., NAPCRG is supporting ACOFP's research efforts, ACOFP members engage with NAPCRG Annual Meeting and membership)	Executive Director and Training Program Project Manager	December 31, 2028	To Do
4b. Universities (Model Example: Kansas City University Medical School or KCU) Collaboration)	1. Start/Continue discussions regarding NAPCRG supporting their research enterprise 2. Explore how to increase NAPCRG Annual meeting attendance 3. Encourage NAPCRG membership and institutional membership (a. Continue discussions with KCU regarding NAPCRG supporting their research enterprise b. Explore how KCU students, residents, fellows, and faculty can attend NAPCRG Annual Meetings c. Encourage KCU students, residents, fellows, and faculty to become NAPCRG	Start/Continue discussions around supporting research efforts and engagement	Executive Director and Training Program Project Manager	December 31, 2028	To Do
4c. Organizations	1. Start/Continue discussions regarding NAPCRG supporting their research enterprise 2. Explore how to increase NAPCRG Annual meeting attendance 3. Encourage membership	Start/Continue discussions around supporting research efforts and engagement	Executive Director and Training Program Project Manager	December 31, 2028	To Do
4d. International Organizations	1. Start/Continue discussions regarding NAPCRG supporting their research enterprise 2. Explore how to increase NAPCRG Annual meeting attendance 3. Encourage membership	Start/Continue discussions around supporting research efforts and engagement	Executive Director and Training Program Project Manager	December 31, 2028	To Do

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Strategic Initiative IV. Programming

Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress
A. Develop year-round, revenue generating NAPCRG programming					
1a. Program subcommittee develops implementation plan for each of the NAPCRG programs	<ol style="list-style-type: none"> 1. Create prioritized lists of programs that meet member needs and are revenue generating for NAPCRG 2. Develop implementation plan with revenue targets 3. Present plan and revenue targets to Board of Directors for approval 4. The Subcommittee is important to help design and develop implementation plan for a variety of "products" (STFM and APHA are good examples to look at) 	Priority programs are identified, implementation plans are developed, and Board of Directors approves	Program Subcommittee and Training Program Project Manager	December 31, 2026	To Do
1b. Implement year round programming	<ol style="list-style-type: none"> 1. Launch new programming focused on developing skills 2. Track revenue progress and adjust implementation plans accordingly 3. Regularly report progress on implementation plans and revenue to Board of Directors 4. Make sure offerings are created for mid-career, senior, patients, and clinicians. 5. Link to the National Family Medicine Strategic Plan for Research 6. Increase focus on US Residency scholarship (to decrease the most common citation of lack of scholarship) 	New programs established and revenue targets are met	Program Subcommittee and Training Program Project Manager	June 30, 2028	To Do
B. National Family Medicine Strategic Plan for Research (NFMSPR)					
2a. Hire New Research Coordinator	<ol style="list-style-type: none"> 1. Revise job description and expectations 2. Post position. 3. Hire a new coordinator and onboard them 	Ensure NFMSPR leadership is secured and onboarded	NAPCRG Executive Director and Board Chair	December 31, 2026	To Do
2b. Implement and Advance the NFMSPR	<ol style="list-style-type: none"> 1. Continue implementation of NFMSPR 2. Regularly report updates and progress to Board of Directors and other relevant stakeholders 	NFMSPR's objectives are being met and regular communications are had with Board of Directors and stakeholders	Research Coordinator	December 31, 2028	To Do
2c. Begin planning a second Research Summit	<ol style="list-style-type: none"> 1. Develop plans for second family medicine research summit to continue momentum for the implementation of the current NFMSPR 2. If necessary, seek additional funding 	Research summit planning started	Research Coordinator	December 31, 2028	To Do
2d. Begin developing a long-term sustainability plan beyond the five-year grant	<ol style="list-style-type: none"> 1. Begin discussions for long-term sustainability of the NFMSPR outcomes 2. Develop outline for continuation plan 	Sustainability plan is outlined	Research Coordinator	December 31, 2028	To Do
2e. Revise objectives and action items as needed	Leadership Committee meeting (STFM, ADFM, NAPCRG, ABFM Foundation) to discuss and revise as necessary given the current political climate	Revised objectives and action items based on Leadership Committee	Research Coordinator	Ongoing	To Do

**North American Primary Care Research Group (NAPCRG)
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Strategic Initiative V.

Global Focus

Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress
A. Establish strong global presence					
1a. Strengthen connections with current global partners: Australian Association for Academic Primary Care (AAAPC), the Dutch College of General Practitioners (DCGP), and the Society for Academic Primary Care (SAPC)	<ol style="list-style-type: none"> 1. Establish point of contact with staff of global partners, in addition to strengthening communication with current global partner representatives on the International Committee 2. Hold a collaborative meeting with each point of contact and partnership representative to discuss further collaboration between organizations 3. Execute collaborative opportunities 4. Establish formal relationships 	Collaborative opportunities are identified and implemented	International Committee and Executive Director	December 31, 2027	To Do
1b. Create pathways for global researchers and patients to access NAPCRG programming	<ol style="list-style-type: none"> 1. Ensure year-round programming (described in Initiative VI, Action 1b) is relevant to global community 2. Develop and implement marketing strategy for online programming specifically to global members 3. NAPCRG to engage international organizations and carefully balance costs with revenue to expand programming internationally, particularly in low- and middle-income countries 	Strong global engagement in online programming	International Committee, Manager of Communications and Operations, and Training Program Project Manager	December 31, 2028	To Do
1c. Consider holding a regional meeting outside of the United States and Canada	<ol style="list-style-type: none"> 1. Determine a location for a global regional meeting 2. Identify a local NAPCRG volunteer to lead planning of global regional meetings 3. Implement, plan, and execute a regional meeting 	Implementation of a global regional meeting	Program Committee, International Committee, Deputy Executive Director, and NAPCRG volunteers	December 31, 2028	To Do
1d. Build and Support Global Regional-Based Workgroups	<ol style="list-style-type: none"> 1. Establish NAPCRG workgroups to connect primary care researchers in targeted global regions 2. Provide resources to regional workgroups to facilitate collaboration (NAPCRG Connect page, website page, etc) 	Establishment of global regional-based workgroups	International Committee and Executive Director	December 31, 2028	To Do
1e. Consider dropping the NAPCRG acronym in order to be a truly globally recognized organization	<ol style="list-style-type: none"> 1. Engage partnerships to help with development of a new name and/or acronym (engaging trainees and other stakeholders for input and feedback) 2. This process will require hiring a marketing expert to guide the rollout. See Strategic Initiative I, A, 2d. above. 	Replace the name NAPCRG with a globally recognizable name	International Committee, Manager of Communications and Operations and Executive Director	December 31, 2028	To Do
1f. Draw Irish SAPC membership to become part of NAPCRG	Draw Irish SAPC membership to become part of NAPCRG	Irish SAPC membership to become part of NAPCRG	International Committee and Executive Director	December 31, 2028	To Do
B. NAPCRG-WONCA Collaboration Agreement					
2a. Complete NAPCRG-WONCA Collaboration Agreement	1. Complete discussions with leaders at WONCA to finalize the NAPCRG-WONCA three-year collaboration agreement.	NAPCRG and WONCA finalize three-year collaboration agreement	NAPCRG Executive Director, Executive Committee and Board of Directors	June 30, 2026	Complete
C. Multinational Grantwriting Collaboration and Mentorship					
3a. Form collaboration between NAPCRG leaders and WONCA efforts.	<ol style="list-style-type: none"> 1. Formalize Collaboration Plan between NAPCRG leaders and WONCA efforts to advance and grow multinational grant funded collaborations. 2. Designate a liaison to ensure reciprocal, effective, and productive communication. 	Collaboration is formalized.	NAPCRG Chair-Elect (2026) and Executive Director	December 31, 2026	To Do
3b. 2027 Submit joint applications for funding.	2. Submit joint applications to funders such as NIH Fogarty, CHR, IDRC, or the Gates Foundation by facilitating cross-organizational matching between researchers in LMICs (via WONCA's regional networks) and seasoned GGP alumni and mentors from NAPCRG.	Two Joint Applications are Submitted	NAPCRG Chair-Elect (2026) and Executive Director (and grant writing consultants)	December 31, 2027	To Do
3c. 2028 Submit joint applications for funding.	3. Submit joint applications to funders such as NIH Fogarty, CHR, IDRC, or the Gates Foundation by facilitating cross-organizational matching between researchers in LMICs (via WONCA's regional networks) and seasoned GGP alumni and mentors from NAPCRG.	Two Joint Applications are Submitted	NAPCRG Chair-Elect (2026) and Executive Director (and grant writing consultants)	December 31, 2028	To Do
D. International Mentorship					
4a. Establish structured mentorship exchange.	1. Create a structured exchange between early-career researchers and mentors, drawing from NAPCRG's GGP Fellowship, PBRN partners, BRC Program, and WONCA's Young Doctor Movements (YDM).	NAPCRG endorsement of Global PBRN Initiative	International Committee and Training Program Project Manager	June 30, 2027	To Do
4b. Use virtual platforms for mentorship.	2. Use existing and future NAPCRG & WONCA virtual platforms and asynchronous mentorship models to provide grant development coaching, research design consultation, and career support, without requiring new travel or resources.	Virtual platforms for mentorship are utilized.	International Committee and Training Program Project Manager	December 31, 2027	To Do
E. Joint Programming and Webinars					
5a. Develop and hold co-sponsored Sessions at NAPCRG Annual Meeting and WONCA conferences.	1. Develop co-branded and eventually co-sponsored sessions at NAPCRG and WONCA conferences focusing on cross-national primary care research priorities: implementation science, and innovation in low and middle income countries (LMICs).	Develop and hold at least one co-sponsored session.	NAPCRG International Committee and Deputy Executive Director	December 31, 2027	To Do
5b. Develop and hold co-sponsored Webinar.	2. Thematic annual or biannual joint webinar series is organized by and for NAPCRG and WONCA members on specific research topics.	Develop and hold at least one co-sponsored webinar.	NAPCRG International Committee and Training Program Project Manager	December 31, 2027	To Do
5c. Work with the local entities to establish collaborative meetings.	Partnerships, Overlap, F2F research Day and NAPCRG. Work with the local environment to establish collaborative meetings. Link with local folks. We need to work in this concept.	Establish collaborative meetings in local environment	NAPCRG International Committee and Training Program Project Manager	December 31, 2028	To Do
F. Shared Training Resources and Educational Platforms					
6a. Ensure all NAPCRG educational training programs are accessible to WONCA members.	1. Create access for WONCA members in NAPCRG's GGP, PACE, Survey School and Building Research Capacity programs and future NAPCRG Plus offerings getting WONCA WPR assistance with adaptation for global contexts and tailored learning for LMIC.	NAPCRG educational training programs are accessible to WONCA members.	NAPCRG International Committee and Training Program Project Manager	December 31, 2027	To Do
6b. Showcase WONCA Research	2. NAPCRG will showcase award-winning and WONCA Working Party Research (WWP-R) highlighted research from LMICs across WONCA regions and other under-resourced settings through its dissemination channels, including blogs, webinars, and social media.	WONCA research is disseminated across NAPCRG distribution channels.	NAPCRG Board President (2025)	December 31, 2027	To Do
6c. Prioritize virtual platforms	3. Virtual platforms should be a priority not only for membership but training, conference, etc.	Virtual platform utilization is increased and prioritized	Manager of Communications and Operations	December 31, 2028	To Do
G. Alignment of NAPCRG's Special Interest Groups and WONCA's Working Parties					
7a. Encourage alignment of NAPCRG's Special Interest Groups and WONCA's Working Parties.	<ol style="list-style-type: none"> 1. Encourage alignment of NAPCRG's Special Interest Groups (SIGs) and WONCA's Working Parties to identify shared research agendas and plan joint projects or publications. 2. Attending WONCA World is essential for building global connections. 3. The WONCA Working Party on Research should be NAPCRG's primary point of connection, with a formal collaboration document. 4. Advance David Blair's idea of an alliance of global research networks, with the Working Party on Research as the best venue for this. 	NAPCRG's Special Interest Groups are aligned with WONCA's Working Parties.	Deputy Executive Director and Manager of Communications and Operations	December 31, 2028	To Do
H. Joint Policy and Advocacy					
8a. Create and disseminate policy briefs to advocate for increased global research investment.	1. Create and disseminate evidence-based policy briefs or joint declarations to advocate for increased PHC research investment globally (building on WONCA's PHC advocacy work and NAPCRG's International Research Advocacy Committee and emphasis on translational impact + member expertise in measurement science/PHC policy).	Policy briefs are created and disseminated.	International and Research Advocacy Committees	December 31, 2027	To Do
I. Representation and Visibility					
9a. Reciprocal representation in NAPCRG endeavors.	1. Formalize reciprocal participation in key research committees, planning groups, or regional hubs. WONCA engagement with the Committee on Advancing the Science of Family Medicine (CASFM) could be of mutual benefit via gathering global input and awareness of PHC scientific advancement and potential expanding the role of WWP-R.	NAPCRG and WONCA have reciprocal participation on their coalitions, committees and planning groups.	NAPCRG Governance Committee and Executive Committee	December 31, 2026	To Do
9b. Cross promotion.	2. Promote visibility via shared communication, newsletters, webinars, blogs, highlighting successful international collaborations.	NAPCRG and WONCA are cross promoting information to their respective publics.	Manager of Communications and Operations	December 31, 2026	To Do
9c. Designation of a representative to serve as a liaison between NAPCRG and WONCA.	3. Designate a liaison to ensure reciprocal, effective, and productive communication.	NAPCRG designates a liaison to WONCA	NAPCRG Executive Director and Executive Committee	June 30, 2026	Complete
J. Global PBRN Initiative					
10a. NAPCRG endorsement of the Global PBRN Initiative	1. NAPCRG offers use of name and logo to the Global PBRN Initiative	NAPCRG endorsement of Global PBRN Initiative	Board of Directors	June 30, 2026	Complete
10b. Collaborate with WONCA to promote Global PBRN Initiative	1. Approach WONCA to discuss collaborative promotion of Global PBRN Initiative	Explore collaboration with WONCA	NAPCRG Board President (2025)	December 31, 2026	To Do

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Strategic Initiative VI. Fundraising

Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress
A. Diversify revenue streams					
1a. Create business plan for year-round, revenue generating programs	1. Develop robust business plan for year-round programming referenced Strategic Initiative IV, Action 1a. and 1b 2. Establish revenue targets for 2027 and 2028 3. Identify possible collaborations 4. Education/research informed consent	Business plan is completed and revenue targets are established	Executive Director and Training Program Project Manager	December 31, 2026	To Do
1b. Achieve 2027 revenue targets for year-round, revenue generating programs	1. Implement business plan to achieve revenue goal for 2027 per the year-round programming 2. Adjust business plan as needed 3. Provide updates to the Executive Committee and Board of Directors	Achieve revenue targets for 2027	Executive Director and Training Program Project Manager	June 30, 2027	To Do
1c. Achieve 2028 revenue targets for year-round, revenue generating programs	1. Implement business plan to achieve revenue goal for 2028 per the year-round programming 2. Adjust business plan as needed 3. Provide updates to the Executive Committee and Board of Directors	Achieve revenue targets for 2028	Executive Director and Training Program Project Manager	June 30, 2028	To Do
1d. Focus on organization to organization support (Restricted Funds)	1. Identify organizations, establish revenue targets and develop a business plan for mutual support 2. Opportunity to ask foundations/organizations to fund patients or trainee travel (ex. ABFM, health system foundation) 3. Market the Patient and Trainee funding opportunities	Business plan is completed and revenue targets are established	Executive Director and Training Program Project Manager	December 31, 2028	To Do
B. Individual Giving					
2a. Increase individual giving for 2026	1. Create opportunities for members to make donations at the Annual Meeting.	Increase individual giving by three percent	Executive Director	November 30, 2026	To Do
2b. Increase individual giving for 2027	1. Create opportunities for members to make donations at the Annual Meeting.	Increase individual giving by three percent	Executive Director	November 30, 2027	To Do
2c. Increase individual giving for 2028	1. Create opportunities for members to make donations at the Annual Meeting.	Increase individual giving by three percent	Executive Director	November 30, 2028	To Do
C. Planned Giving					
3a. Increase planned giving for 2026	1. Ensure communications include messaging around planned giving opportunities (newsletters, websites, and other messaging) 2. The Executive Director will have personal meetings with NAPCRG's past presidents to discuss planned giving 3. Recognize planned giving donors	One new planned gifts secured	Executive Director, Past Presidents and Manager of Communications and Operations	November 30, 2026	To Do
3b. Increase planned giving for 2027	1. Ensure communications include messaging around planned giving opportunities (newsletters, websites, and other messaging) 2. The Executive Director will have personal meetings with NAPCRG's past presidents to discuss planned giving 3. Recognize planned giving donors	One new planned gifts secured	Executive Director, Past Presidents and Manager of Communications and Operations	November 30, 2027	To Do
3c. Increase planned giving for 2028	1. Ensure communications include messaging around planned giving opportunities (newsletters, websites, and other messaging) 2. The Executive Director will have personal meetings with NAPCRG's past presidents to discuss planned giving 3. Recognize planned giving donors	One new planned gifts secured	Executive Director, Past Presidents and Manager of Communications and Operations	November 30, 2028	To Do
D. Foundation Funding					
4a. Increase foundation funding for 2026	1. Encore Institute for Social Impact will research, prepare and complete grant applications, and submit to funders	Secure one new foundation grant	Deputy Executive Director	December 31, 2026	To Do
4b. Increase foundation funding for 2027	1. Encore Institute for Social Impact will research, prepare and complete grant applications, and submit to funders	Secure one new foundation grant	Deputy Executive Director	December 31, 2027	To Do
4c. Increase foundation funding for 2028	1. Encore Institute for Social Impact will research, prepare and complete grant applications, and submit to funders	Secure one new foundation grant	Deputy Executive Director	December 31, 2028	To Do
E. Strengthen support for NAPCRG Staff					
5a. Enhance professional development and growth opportunities for NAPCRG staff	1. Maintain and consider increasing funding available for NAPCRG staff to develop professional skills	Professional development opportunities are maintained and increased	Executive Director and Deputy Executive Director	December 31, 2028	Complete
F. Canadian Donations and IRS Rules and Regulations					
7.a. Enable tax-deductible charitable giving for Canadian supporters to expand NAPCRG's reach and sustainability.	1. Meet with leaders from the University of Toronto to discuss whether they can support this action or suggest alternatives.	Canadians can make tax deductible donations to NAPCRG	Executive Director and President (2025)	06/30/26	To Do
7b. IRS Rules and regulations may have just changed.	1. NAPCRG staff research these changes so we can accurately guide donors	NAPCRG guides donors accurately given potential new IRS rules and regulations	Executive Director	December 31, 2026	To Do

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Strategic Initiative VI. Infrastructure

Actions	Activity / Task	KPI/ Deliverable	Person Accountable	Deadline	Progress
A. NAPCRG Infrastructure					
1a. NAPCRG becomes a fully autonomous organization	<ol style="list-style-type: none"> 1. Move to a service agreement with Society of Teachers of Family Medicine (STFM) 2. Secure benefits for NAPCRG staff (health care, retirement, and more) 3. Adjust governing documents to reflect NAPCRG's autonomy (office location and more) 	NAPCRG becomes a fully autonomous organization	Executive Director and Deputy Executive Director	March 31, 2027	Complete
1b. NAPCRG becomes a fully autonomous organization	<ol style="list-style-type: none"> 1. Establish an annual evaluation of services STFM and other contractors (accounting, payroll/benefits, IT, etc.) provide for NAPCRG 	NAPCRG establishes an evaluation process for STFM and other contractors	Executive Director and Deputy Executive Director	June 30, 2027	To Do
1c. NAPCRG becomes a fully autonomous organization	<ol style="list-style-type: none"> 1. Evaluate IT infrastructure (Submission System, Association Management System, and more) 	NAPCRG determines an IT infrastructure that best meets its needs	Executive Director and Deputy Executive Director	June 30, 2027	To Do
1d. Establish policies and procedures as an independent organization	<ol style="list-style-type: none"> 1. Develop and implement comprehensive personnel, financial, IT, and operational policies and procedures necessary for NAPCRG to function effectively as an independent and autonomous nonprofit organization 	NAPCRG establishes autonomous policies and procedures	Executive Director and Deputy Executive Director	June 30, 2027	To Do