



**Strategic  
Plan for  
2020 - 2025**

# Outline

Mission

Target Audiences

Potential members

Value Proposition

Communication Channels


Strategic Activities

Key Resources

Key Partners

# Our Mission

- To **provide members** with access to a broad community of Core Facilities and to help them **improve performance and achieve excellence in research**
  - To **inform decision makers and funders** about the crucial role and added value of open shared resource laboratories in the modern life sciences
  - To **brief a wider scientific community** about the impact of core facilities on the progress of life science and biomedical research
  - To **connect the industrial R&D partners** with the CF community
- 



Who we are  
trying to  
engage with?

# Our Target Audiences

- **Individual Members**
- **Academic Institutions**
- **Policy Makers and Funding Bodies**
- **Scientific Community**
- **Corporate Partners**



Who do we see  
as our  
members?

# Our Members

**CTLS is an association of individuals** working in or in close association with core facilities, research infrastructures and shared resource laboratories both in academia and industry, and who wishes to develop and progress by sharing their professional experience with peers **in the following sub-communities:**

- **Scientific and technical staff**
- **Administrative staff**
- **Students and Early Career Professionals** (potential CF professionals)



**What do we  
offer in  
comparison to  
other  
associations?**

# **Our Value Proposition to Individual Members**

➤ **Open and Inclusive Network to:**

- Connect with like-minded colleagues
- Share and exchange knowledge and experience
- Discuss new processes, methods or technologies
- Explore soft skills: interaction with users, time and facility management, conflict resolution etc.
- Promote joint benchmarking and best practice guidelines
- Access to peer counseling and mentoring
- Support career development
- Participate in shaping the future European ecosystem of research infrastructures and facilities



**What do we  
offer in  
comparison to  
other  
associations?**

## **Our Value Proposition to Partner Academic Institutions**

- Join the pan-European network driven by common values of excellence in research
- Increase the effectiveness of the core facilities by giving them access to best practices and standard operational procedures
- Ensure that services, support and expertise at the core facilities are provided at the highest possible level
- Offer to your core personnel access to continuous training opportunities, congresses, and workshops
- Obtain peer assistance in quality assurance and certification procedures

**What do we  
offer in  
comparison to  
other  
associations?**

# **Our Value Proposition to Corporate Partners**

## **Pilot Proposal:**

**€1500 PER CALENDAR YEAR**

What would be included:

- Corporate logo and link to your website featured on one CTLS newsletter and continuously displayed on the CTLS website for one full year
- CTLS annual individual memberships available for two of your eligible staff members
- A seat on the CTLS Corporate Advisory Committee allowing you to share your ideas about how we can enhance your experience with the Association



# Benefits of CTLS Membership

What is the  
“value for  
money” to  
CTLS members

- Discount on CTLS congresses and CTLS events
- Access to the CTLS member database, providing possibilities for Europe-wide peer networking
- Access to “Members Only” section of the CTLS website including relevant resources and documents
- Endorsements and financial support for organizers of events such as courses, workshops and shadowing programs
- Bursaries for CTLS members to attend CTLS-endorsed events



What partners  
do we need to  
achieve our  
mission?

# Key Partnerships

- **Corporate partners:** instrument vendors, software developers etc.
- **Academic partners:** universities, research institutes, medical centers etc.
- **Policy Makers and Funding Bodies:** regional, national, European, international etc.
- **Alliances and networks:** research infrastructures, academic consortia etc.
- **Scientific associations:** thematic, core facility focused etc.



**How do  
potential  
members hear  
about us?**

# **Channels for attracting new members**

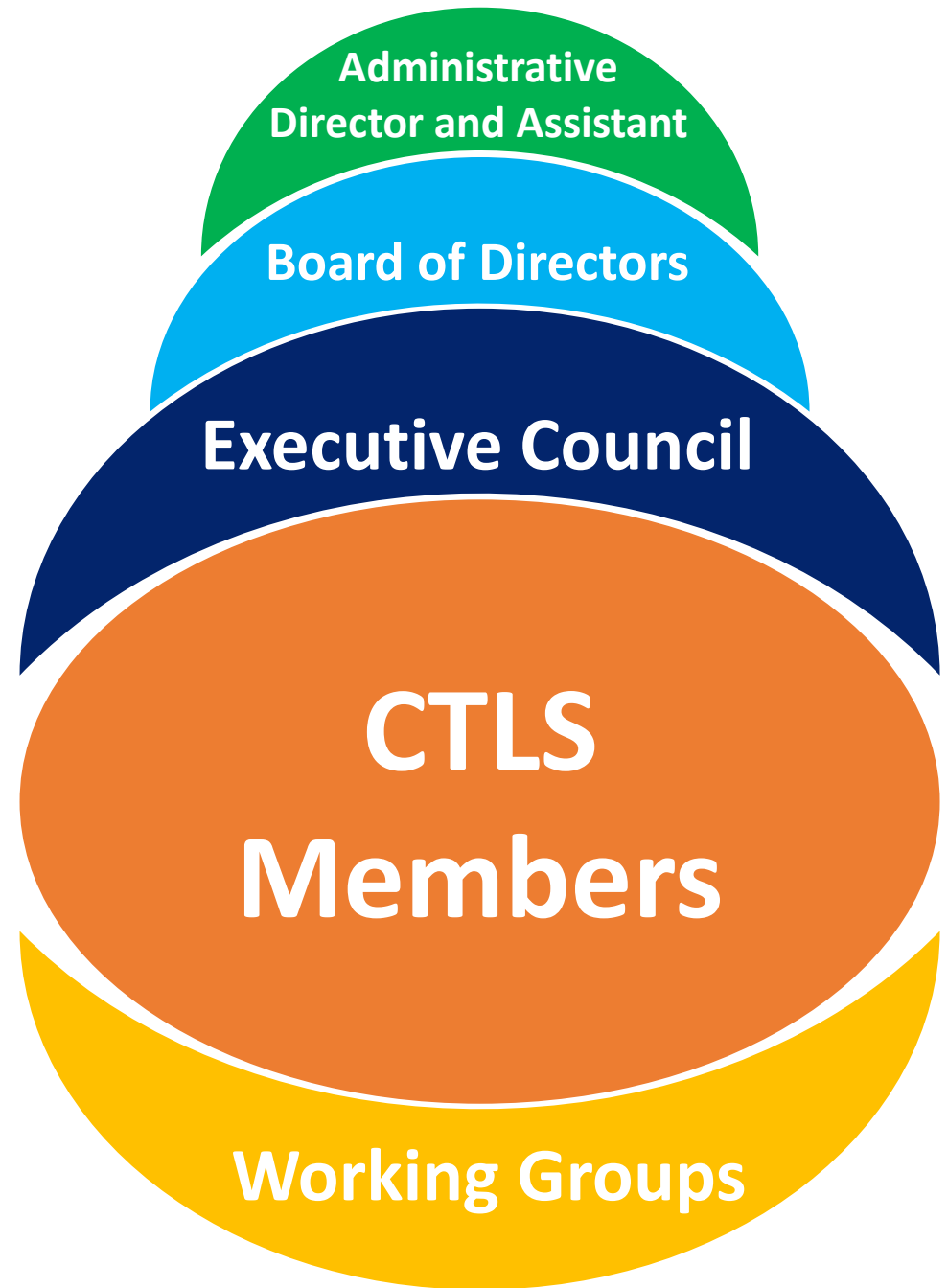
- Emails: individual targeted emails and mailing lists
- Website: section of the website “How to join CTLS”
- Calls via newsletters
- Social media: LinkedIn, twitter
- Brochures and posters at conferences, events, institutions
- Word of mouth, oral and poster presentations
- CTLS Congresses, co-organized events, courses and workshops
- Indirectly through partners e.g. research and education institutions, networks and organizations, ...

# Strategic Actions for 2020-2025

How do we achieve our mission and deliver the stated Value Proposition to our members?

- Enhance networking opportunities among members
- Promote education and professional development of members
- Intensify outreach
- Engage with policy makers and funders
- Offer consulting and counseling
- Showcase corporate sponsors and technology developers

**Human  
Resources**



# Intellectual Resources



The CTLS and CTLS congresses brands and our activities e.g. congresses, events etc.



Members database



Patents and copyrights (e.g. CatRIS);  
Publications



Proprietary knowledge (consulting and counselling)



Partnerships

# Financial Resources: current funding streams



EU project



CTLS congresses (biennial)



Membership fees

# Financial Resources: prospective funding streams

Corporate sponsorships

Academic sponsorships

Consulting fees

CTLS training activities



# Actions to ensure financial sustainability of CTLS

How can we ensure that CTLS has sufficient funds to carry out its mission?

- **Retain and increase the membership**
- **Raise public funds:** EU and other projects
- **Raise private funds:** foundations, sponsors etc.



# Contacts

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