

## Executive Director's Section

### In Search of a Diverse and Agile Association

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During the 1994/95 year, the Association's Board of Directors and membership have engaged in a concentrated strategic planning effort. Although AACP has been planning strategically since 1980, recent events in pharmaceutical education and health care signal the need to validate the planning process, our vision, and strategic objectives. The desired result of these efforts is a reengineered action plan to prepare the Association to effectively and efficiently manage our resources as we enter the new millennium.

Two articles appearing in this Journal are directly related to planning in that they raise our consciousness to potential, often 'overlooked members: practitioner/educators and students. In fact, the vision developed by the Board of Directors goes even further, suggesting that in the future the Association might consider membership for all health professions educators involved with drug therapy management. These are bold statements and they suggest an inclusive approach which goes beyond our traditional, discipline-bound borders. Questions that beg asking include: Will these new members have voting responsibilities/privileges? What expertise and perspectives can they bring to the programming and governance of the Association? What will be the reaction from

pharmacy practitioner organizations and other associations of health professions education if AACP were to aggressively seek students, practitioners, and teachers as members? How will AACP's current constituency react? A more important question, perhaps, is: What will the Association lose if it does not seek a broader, more inclusive membership?

The 1994/95 Argus Commission report also makes bold suggestions aimed at better preparing AACP for the 21st century. But by its own admission, the Commission just began scratching the surface of needed change in the structure and governance of the Association. Our new President, Mary-Anne Koda-Kimble, is equally committed to ensuring a strong, agile AACP.

As you are requested to contemplate, participate, comment, and ultimately decide on any new direction AACP will take in the future, be bold as well. Our future will be determined by how well we balance tradition with vision and flexibility. 1984 ushered in a new phase of strategic planning, organizational change, and executive leadership. It again seems appropriate that, as Dick Penna assumes the staff leadership of the Association in 1995, we open our eyes, minds, and hearts to what is best for the academy as a whole.