

# SNM Leadership Update

## SNM Councils

Specialty councils have existed for many years at SNM. Organized around a specific area of practice, councils were established to allow members to concentrate on issues that affect their specialty within the framework of the larger Society. These specialty groups are an ideal framework for developing and offering educational programs, networking events, mentoring activities, paths for information dissemination, and other valuable specialty-specific activities.

In the past year, SNM and its councils have focused on restructuring and rejuvenating the councils to make them an increasingly valuable resource for members. In October 2003, SNM held a retreat at which council leadership could brainstorm ways to maximize the potential benefits provided by the councils, rethink the supporting structure, and participate in strategic planning. Each council subsequently created new goals, bylaws, and standard operating procedures. These have now been approved by the council memberships. In creating these goals and organizing the necessary structure and funding to support them, the councils and their leaders have achieved what we hope will result in a significant enhancement to the benefits of belonging to SNM. It has been a massive effort that has tested and proved the abilities of these excellent leaders.

The councils have created draft business plans and budgets and presented them to the SNM Board of Directors for approval. Not surprisingly, the plans strike some common themes.

**Education.** A major goal for most of the councils is to continue and expand educational offerings in their specialties with new conference sessions, categorical sessions, continuing medical education courses, workshops, and/or symposia. Exhibits and road shows have been proposed by several councils this year to bring specialized training to professional conferences or to SNM chapters. Many of the councils are looking at innovative ways to provide new educational programs via satellite, Internet, or CD-ROM.

**Information.** Councils plan to communicate information of value (research developments, professional news, case studies, regulatory information, SNM information) to their members via printed newsletters, e-letters, and other publications as well as through Web sites and communities. All of the councils plan to improve their Web sites with professional news, links, and educational material. The new communities debuted by SNM this year (which include listserv functions and forums) will be actively used for posting and sharing information and for discussion.

**Strategic Planning.** Councils will focus on strategic planning for their specialty areas, including discussing the future of the profession and planning for that future,

evaluating ways to educate members about developments in the profession and train them in new technologies, and planning curricula of study.

**Outreach.** Several councils plan to increase interaction with related organizations for information sharing and networking. Others will focus on educating regulators about their specialty areas and supporting the Society's positions on quality assurance, streamlined regulatory processes, and reimbursement.

**Awards, Fellowships, Grants.** Some of the councils plan to introduce new awards to stimulate participation in the annual meeting or to foster innovation. Others hope to offer new fellowships, scholarships, or grants to subsidize projects and new researchers in their areas of specialization.

**Networking.** Council membership offers a unique opportunity for networking. Councils will offer educational programs at the annual meeting and elsewhere, opportunities for participation and involvement in council activities, mentoring, and joint activities with parallel organizations.

**Structure.** Most of the councils have now completed their organizational changes and will concentrate their efforts in the coming year on the activities mentioned. However, the Academic Council will concentrate this year on revitalization. Its vision is to be an "umbrella organization" that contains both the Nuclear Medicine Residency Program directors and the Young Professionals organizations as well as providing a forum for all who are involved or interested in education and early career development of the next generation of nuclear medicine physicians and scientists.

SNM councils include the Academic Council, the Brain Imaging Council, the Cardiovascular Council, the Computer and Instrumentation Council, the Correlative Imaging Council, the Nuclear Oncology Diagnosis and Therapy Council, the Pediatric Imaging Council, and the Radiopharmaceutical Sciences Council.

This process of goal setting and improving the benefits of council membership will continue all year. Several councils have planned surveys to help assess how to better serve their members. Other councils have planned specific activities to reach out to and plan programs for technologists in their specialty areas. Future Leadership Updates will highlight many of the specific programs and activities proposed by the councils.



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