



AMERICAN COLLEGE OF OSTEOPATHIC SURGEONS

2026–2028 Strategic Plan

Mission: The ACOS is the home of the osteopathic surgeon, committed to promoting excellence in surgical care through mentorship, education, advocacy, leadership development, and the fostering of personal and professional relationships.

Four strategic pillars will guide ACOS over the next three years as the organization approaches its centennial anniversary in 2027. Cross-cutting priorities — data & technology modernization, marketing & communications, revenue diversification, and brand positioning as the home of the osteopathic surgeon — run through every pillar.



STRENGTHEN & GROW MEMBERSHIP

Build a sustainable pipeline from medical students through residents to practicing surgeons, ensuring ACOS is the professional home of choice at every career stage.

- Drive new member recruitment and growth
- Build student-to-resident-to-member pipeline
- Develop targeted segment engagement strategies
- Commission member & market research

Year 1 Priority: Launch new member recruitment campaign; complete member data analysis; initiate residency program outreach.



ELEVATE EDUCATIONAL PROGRAMMING

Strengthen and diversify educational offerings — expanding beyond clinical content — and position the Annual Clinical Assembly as the premier destination for osteopathic surgical learning.

- Strengthen and diversify educational content
- Expand accessibility and digital delivery
- Enhance CME tracking and certification support

Year 1 Priority: Expand non-clinical programming; launch LMS for on-demand content; elevate ACA experience.



ACHIEVE ORGANIZATIONAL EXCELLENCE

Revitalize governance, staffing, and technology infrastructure to build the organizational capacity and accountability structures needed to execute the strategic vision.

- Stabilize and fortify the staff team
- Streamline and strengthen committee structure
- Modernize technology & communications
- Maintain financial stewardship and smart growth

Year 1 Priority: Fill open staff positions; stabilize and invest in staff team; launch AMS & website (July 2026).



CULTIVATE PROFESSIONAL RELATIONSHIPS & COMMUNITY

Cultivate ACOS as the indispensable professional home for osteopathic surgeons by deepening mentorship, strengthening residency relationships, and leveraging the centennial as a catalyst for community renewal.

- Strengthen mentorship and the professional home experience
- Cultivate relationships with residency programs and partners
- Leverage centennial anniversary as a strategic catalyst
- Define and communicate ACOS advocacy identity

Year 1 Priority: Form centennial task force; formalize mentorship program; rebuild residents' section.