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# STRATEGY

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- Understand, organize, and disseminate the Statistics Division's body of knowledge. It was clear to all of us during the session that we do not necessarily know what this knowledge is or should be, where it resides, nor how to keep it current. In essence, we must improve our ability to manage the division's accumulated storehouse of knowledge.
- Develop and deliver useful and useable communication vehicles. The Statistics Division offers multiple communication methods including our website, discussion boards, newsletters, E-Zines, etc. We need to verify whether these vehicles are still aligned with the division's vision and mission as well as identify where gaps exist with our primary customers.
- Proactively engage the voice of the customers in our decision making. We tend to hear from a small fraction of our customers, generally when things go wrong. We must develop more regular ways of reaching out to current and potential customers.
- Advance data driven decision making through Statistical Thinking. For this strategy, we must continue finding ways to advocate Statistical Thinking while broadening its intended audience and overall appeal.