

### OUR VISION:

**BIRC supports and connects London's biomedical imaging communities to one another and the world, to achieve global health impact together.**

### OUR MISSION:

We help to attract a rich diversity of biomedical imaging researchers, students and government and industry partners to London and we bring them together, to learn, collaborate, and innovate in order to advance the understanding of human health and disease.

### THE BIRC DIFFERENCE!

BIRC will create value by supporting the achievement of the following outcomes for the stakeholders we serve.

1. London's interdisciplinary research teams will be powered by the best and brightest researchers, innovators, clinicians, students and industry partners, at home and abroad.
2. Interdisciplinary imaging research teams actively collaborate to improve patient outcomes.
3. London's biomedical imaging discoveries will improve patient and population health outcomes.
4. London's research productivity and impact will be recognized on the world stage.
5. Students will be connected to collaborative and hands-on research experiences.
6. Graduates will be prepared to be tomorrow's biomedical imaging researchers.
7. Canadian and global businesses will be attracted to London for its diverse biomedical imaging network of talent and infrastructure and trackrecord of success.

### DELIVERING VALUE IN ALL WE DO!

In order to achieve our Strategic Outcomes, we will excel in the following areas.

KNOWLEDGE BUILDING - We will:	RELATIONSHIP BUILDING - We will:	ENABLING - We will:
<ul style="list-style-type: none"> <li>• Provide students and researchers with access to essential skill and knowledge development workshops, events and resources.</li> <li>• Create the conditions and processes for students and researchers to connect with intentional mentors who foster an inclusive training environment.</li> <li>• Engage students in innovative, collaborative and interdisciplinary learning experiences.</li> <li>• Connect students with outstanding industry learning experiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Link researchers to a database of researcher expertise / capabilities and research projects and interests.</li> <li>• Support students and researchers to find and establish synergistic relationships with industry and government.</li> <li>• Deepen collaborations and networking to advance patient-centric research.</li> <li>• Organize community outreach initiatives to engage potential partners in our mission.</li> <li>• Establish formal networking events to unite diverse researchers working in pursuit of common goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Help researchers navigate, utilize and leverage city-wide imaging infrastructure.</li> <li>• Facilitate access to relevant job postings and career planning resources.</li> <li>• Keep researchers abreast of imaging research trends, technologies and innovations.</li> <li>• Organize and empower our researchers to provide evidence of the value of their research and innovation to London and the world.</li> </ul>

### ENGAGED AND MOTIVATED TEAM!

In order to excel, we will build our organizational capacity.

BIRC CULTURE - We will:	BIRC TEAM - We will:	BIRC TECHNOLOGY - We will:
<ul style="list-style-type: none"> <li>• Actively foster a culture of equity, diversity and inclusion and help researchers incorporate these principles into practice.</li> <li>• Build collective pride in BIRC's contributions and accomplishments across BIRC staff and members.</li> <li>• Nurture interdisciplinary collaboration and cooperation throughout our membership.</li> <li>• Weave together the interests of all BIRC members to leverage our shared strengths.</li> </ul>	<ul style="list-style-type: none"> <li>• Empower the BIRC Director and Operational Committee to lead and advance the BIRC vision.</li> <li>• Ensure BIRC leaders are committed, skilled and enabled to fulfil our mandate.</li> <li>• Enable BIRC staff and volunteers to fully understand the BIRC vision and value proposition and to be BIRC ambassadors.</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage digital communication, collaboration and educational tools and technologies.</li> <li>• Deliver dynamic and relevant website and social networking experiences for the global imaging research community.</li> </ul>

### SUSTAINING OUR IMPACT!

In order to sustain our capacity, we will strengthen and efficiently leverage BIRC resources.

### CONTINUOUS IMPROVEMENT - We will:

- Expand and diversify BIRC revenue and funding sources.
- Promote and raise awareness about BIRC and how it adds value for members and the larger biomedical imaging community.
- Use stories and events to brand and communicate BIRC's contributions to research, education and our communities.
- Develop a central "hub" where the imaging community can gather and share ideas.
- Strengthen BIRC partnerships with biomedical imaging research departments, multidisciplinary programs and institutes across London and Ontario.
- Employ a Performance Scocard to track, measure and analyze BIRC's performance and impact.

### OUR VALUES

Research Excellence

Teamwork and Collaboration

Making an Impact

Innovation

Diversity and Inclusion

Thus, achieving our VISION and MISSION.

To meet the needs of the PEOPLE we serve,

So, we can operate with EFFECTIVENESS and EFFICIENCY,

To build a STRONG and PREPARED team,

We use our RESOURCES wisely,

Guided by our VALUES,