Topics for the 2013 strategic session: brainstorming

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2. **Date:** 14th September 2012.
3. **Purpose:** To summarise the feedback from the entity executives in response to a request for ideas for topics for the 2013 strategic session, with the aim of facilitating a brainstorming session during the Steering Group’s Auckland meeting to decide on a suitable topic.
4. **Access:** Open.
5. **Background:**

**Previous strategic sessions:**

* **2012:** *The Cochrane Library*: revolution or evolution? Shaping the future of Cochrane content <http://editorial-unit.cochrane.org/collaboration-strategic-session-2012-cochrane-content>
* **2011:** Ensuring The Cochrane Collaboration enables better global participation
* **2010:** Forming the strategic direction for consumer involvement in The Cochrane Collaboration
* **2009:** Assessing the recommendations of the 2008-9 Strategic Review of The Cochrane Collaboration

<http://www.cochrane.org/intranet/organisation-administration/collaboration-strategic-session>

1. **Topic suggestions from entity executives:**

**Organisation, sustainability and partnerships:**

* How do we ensure that The Cochrane Collaboration remains relevant and sustainable? Is our current structure is fit for purpose? Do we have the model right?

*“We are aiming for 6-12 reviews a year and if this is happening to other groups then there are not many funders that would fund 2-4 full time staff in the production of this number of reviews by volunteers. The economies of scale with searching and editorial processing long term are unlikely, long term, to add up, for some groups but no-one seems to be talking about this.”*

* How do we work with existing and potential funding bodies to ensure the financial sustainability and relevance of The Cochrane Collaboration?
* What are the Centre Directors’ visions for improving the viability and sustainability of funding in their region for their review groups?
* What sorts of organisations/groups should we be formally partnering with? Where should we be putting our energies in terms of partner organisations? What should partnerships deliver us/the partner? What is the best way for us to work with partner organisations?
* Partnerships - what are the critical linkages, which organisations, for what purpose, criteria for success, etc.
* Opportunity for 'blue sky' thinking. For example, what might the environment for Cochrane look like in 5-10 years from now? What do we need to start thinking about doing now to remain relevant to our respective stakeholders in the long term.

**Strategies and workplans:**

* Preparatory work to inform a new Strategic Plan, particularly now that many of the Strategic Review's recommendations have been implemented. With a new CEO in post, there's an opportunity to set some broad aims which we can all work towards. We could have small group sessions to work on filling the gaps that remain after this year's proposals for Cochrane Content.
* Follow-on from 2012 strategic session on Cochrane Content.

**Products:**

* The concept of customers is interesting because we are in a situation where the customer who consumes isn't necessarily the customer who pays. How do we balance the tension between giving both what they want? Can we?