



**AIRA**

AMERICAN IMMUNIZATION  
REGISTRY ASSOCIATION

# Strategic Plan

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2025-2030

## Introduction

The American Immunization Registry Association (AIRA) is a membership organization that exists to promote the development and implementation of immunization information systems (IIS) as an important tool in preventing and controlling vaccine-preventable diseases. AIRA provides a forum through which members combine efforts, share knowledge, and promote activities to advance IIS and immunization programs. A strong, unified voice for standards, policy, and funding, AIRA is a resource for data exchange standards development, information sharing, and education/training for IIS managers and staff.

AIRA is governed by a board of directors and managed by an executive director; together, they engaged in strategic planning activities to identify priority areas for the organization. The following document outlines the priorities, objectives, and strategies that will be undertaken in support of the vision and mission of the organization.

## Vision

To facilitate the sharing and use of immunization information by all partners and ensure that immunization information systems are fully supported and represented.

## Mission

To promote and support the use of immunization information to ensure healthy communities.

## Purpose/Value

The purpose of AIRA is to support and promote the development, implementation, and interoperability of immunization information systems through partnerships, peer and professional education/training, and resource development. AIRA values the voluntary and collaborative interaction of all of its members and interested others to develop the electronic health care infrastructure necessary to prevent and control vaccine-preventable diseases.

## Priorities & Goals

### **Priority 1:** Lead and Advocate for the IIS Community

#### Goals

- 1a. In collaboration with our members and partners, develop a unifying vision for the future state of IIS—clarifying its purpose, priorities, and direction—and establish short-, medium-, and long-term goals that serve as a road map for achieving that future.
- 1b. Position AIRA as a proactive leader in national immunization efforts by championing the work of members and strategically engaging in activities that advance IIS.
- 1c. Advance jurisdictional IIS priorities through proactive advocacy, collaborative partnerships, and strategic policy influence.

### **Priority 2:** Convene AIRA's Members and Partners to Strengthen the IIS Community

#### Goals

- 2a. Deepen engagement across the AIRA community and enhance AIRA's role as a convener by aligning programs and offerings with member-identified priorities.
- 2b. Maintain an innovative and supportive educational environment by expanding and diversifying AIRA's educational offerings.
- 2c. Strengthen collaboration with public health stakeholders to exchange expertise, drive innovation, and advance shared priorities.

**Priority 3:** Support Continuous Modernization of Systems to Improve Data Quality, Use, and Access

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Goals

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- 3a. Define and make visible the landscape of modernization across IIS to ensure efficient standardization and alignment.

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- 3b. Coordinate with national and international efforts for interoperability standards and code sets to better facilitate global immunization data exchange and access.

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- 3c. Support the development of FHIR messaging for IIS/immunizations to align with the direction of the broader health IT ecosystem.

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- 3d. Explore opportunities to engage in modernization efforts across public health.

**Priority 4:** Expand and Diversify AIRA's Revenue Sources and Strengthen Operational Capacity and Agility to Support a More Resilient Organization

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Goals

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- 4a. Increase the organization's financial resilience by reducing reliance on any single funder.

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- 4b. Strengthen AIRA's operational infrastructure and business acumen to better support adaptive decision making in response to changing funding and programmatic needs.