

Introduction

Simply put, one of the most common activities in management is planning. This is true whether the organization is large or small, public or private, profit or nonprofit. HumRRO's management style is intended to offer room for innovation and creativity on the part of the employees, with rewards and career growth for those who succeed. HumRRO maintains an environment receptive to the values and climate that foster excellence. We have a reputation for being proactive, willing to change, open to risks, and striving constantly to apply our skills in new ways.

HumRRO's strategic planning process as a nonprofit company is about setting objectives and developing an approach to achieving those objectives. Objectives should be specific, realistic, measurable, and timely. They also should reflect an organization's basic character and personality and be clearly understood by everyone in the organization. The strategic direction we have set for ourselves is intended to improve the value of our contributions to the American public in general and to our clients who directly depend on our products and services.

In May 2005, HumRRO's Board of Trustees approved our Strategic Plan for 2005 – 2009. The plan detailed HumRRO's mission, values, and objectives. After two years' experience with the plan, the HumRRO Corporate Management Team undertook a review to determine if the plan required updating to address changes in HumRRO's environment (e.g., growth, geographic dispersal, expanding capabilities). This review focused on identifying better ways to meet our mission and objectives.

This Strategic Plan for 2008 – 2012 is the result of that review and now becomes HumRRO's roadmap for the next five years. Like the earlier plan, it lays out our mission, objectives to work toward that mission, and key actions to achieve the objectives. It also will help us measure how far we have come towards achieving our objectives as well as recognize where we need to adjust our approaches or directions to accomplish better results. The Board of Trustees approved the revised plan in December 2007.

HumRRO was created in 1951 by the Department of the Army as an Office of The George Washington University. It was established to conduct behavioral science research and development in training methodologies and applications primarily through field units established at major Army training centers. During the 24 years that HumRRO operated as a Federal Contract Research Center (FCRC), the organization accumulated a distinguished record of both theoretical and practical breakthroughs in the application of psychological and other behavioral science skills to the field of training.

HumRRO parted company with The George Washington University in 1969 and incorporated independently in that same year. By agreement with the Army, HumRRO took on work for selected other governmental agencies after that time. The company's status as an FCRC was terminated at the end of 1975. Today, we operate as a nonprofit contract research institute in the performance of projects for which the company is selected competitively from among those organizations submitting proposals. HumRRO's largest single client is still the Army but now has many other Federal and state agencies as well as private sector firms as clients.

