



Strategic Plan 2023-2025

Population Reference Bureau (PRB) is a nonpartisan, not-for-profit research organization focused on improving people's health and well-being through evidence-based policies and practices. For nearly a century, we have used population data to understand the dynamics shaping our world.

Populations constantly move and change, and so does the environment in which we live. Our strategic plan for 2023-2025 is a vision and action plan for ensuring PRB's thoughtful engagement, growth, and sustainability in the coming years. We will explore new areas of focus and ways of working, while keeping population and demographic data at the core of what we do.

We recently revised our mission statement—to [harness the power of population data to inform and advance solutions to the most urgent challenges facing our world and improve the well-being of people globally](#)—and developed key goals under the strategic plan that contribute to its success.

Goal 1. Contribute to understanding and addressing the critical issues of our time through accurate and ethical population analysis, research translation, and information dissemination.

How we will accomplish this goal:

- Expand and apply our expertise in analysis and interpretation of population data and research translation to critical issues globally and in the United States, such as gender equality, equity, and environment and climate adaptation.
- Practice, advocate, and contribute to standards for the responsible and ethical use of data.
- Expand the audiences to whom, and channels through which, we share expert analysis and disseminate guidance on data use.

Goal 2. Bring an inclusion and diversity lens to all that we do.

How we will accomplish this goal:

- Promote analysis of subpopulation groups in our work.
- Increase the use of data by disadvantaged communities through our work.

Goal 3. Increase the impact and relevance of our work by experimenting with new approaches, taking risks, incorporating diverse perspectives, and learning from our successes and mistakes.

How we will accomplish this goal:

- Create an inclusive environment of equitable access and opportunity where colleagues are valued and respected, and manifest these principles when representing PRB externally.
- Incentivize and reward bold and sustained innovation, risk-taking, and experimentation.
- Create institutional flexibility to assess what works, accept and learn from mistakes, change course, and apply learning to practice.