Strategic Planning
Town Hall
ASA Strategic Plan
- Board led
- Member input
- Strong, time-specific, quantifiable strategies/objectives

CSSA Strategic Plan
- Board led
- Member input
- Strong, time-specific, quantifiable strategies/objectives

SSSA Strategic Plan
- Board led
- Member input
- Strong, time-specific, quantifiable strategies/objectives

ASF Plan – Connect with Boards
Cross-society Objectives

Coordinated action for implementation

- Membership
- Science, education, discoveries
- Diversity and Inclusion
- Leadership development
- External engagement
- Publications
- Policy engagement
- Business Model

Board led, member input

ASA Strategic Plan

CSSA Strategic Plan

SSSA Strategic Plan

ASF Plan – Connect with Boards
ASA Strategic Plan

CSSA Strategic Plan

SSSA Strategic Plan

Cross-society Objectives

Grand Challenge

Internal and external organizations

Recommendations to the Boards

Grand Challenge Task Force

Board led, member input

ASF Plan – Connect with Boards

www.agronomy.org

www.crops.org

www.soils.org
ASA Strategic Plan  
Grand Challenge Task Force  
Recommendations to the Boards  
Internal and external organizations  

CSSA Strategic Plan  

SSSA Strategic Plan  

Cross-society Objectives  

Implementation  

Grand Challenge  

Board led, member input  

ACSESS Staff  
Governance  
Accounting  
Certification  
Communications  
Education  
IT/Operations  
Meetings  
Membership  
Science Policy  

ASF Plan – Connect with Boards  

www.agronomy.org  
www.crops.org  
www.soils.org
Expected outcomes

**Internal**

Focus on strategic intent

- Inclusivity and diversity
- Culture of innovation
- Member/certified professional energy
- Organizational design – new functions
- Leadership development and strong governance
- New entities to support functions
- Business stability – financial security

**External**

Recognition and connectivity

- Awareness and recognition
- Influence (policy, industry, conservation, public)
- Impacts to ag/environmental outcomes
- Partnerships/collaborations
- Science literacy
- Broader support for science and development
Comments, questions, input?
Objective 1: Grand Challenge - Build a movement: Work jointly to create or support at least 6 collaborations or partnerships with other organizations for implementing shared grand challenge.
Cross society objectives

Objective 2: Inclusion and diversity - Increase service to under-represented scientists and increase representation in ASA, CSSA, SSSA.

Objective 3: External awareness – increase investment and external awareness of the Societies and member impacts by 500% through strategic communications and marketing.

Objective 4: External engagement – increase external engagements (e.g. collaborations, partnerships, sponsorships) with new organizations by 100% and existing sectors by 50%.
Cross society objectives

Objective 5: Membership needs and services: Improve membership service offerings, customer health scoring and engagement.

Objective 6: Develop, pilot and launch a career-long professional development program.

Objective 7: Publications – Improve publications exposure and journal usage by 10% within 2 years and by 3% year-over-year after. Improve Impact Factors 5-7% annually
Cross-society objectives

Objective 8: Business development and growth – Explore new and enhanced revenue sources leading to pilot investment in 2 new business growth areas.

Objective 9: Partnership through meetings - Expand influence impact of multidisciplinary science through joint meetings with other scientific and professional societies.

Objective 10: Science policy and influence – enhance influence to support agronomic, crop and soil science through education and information.
Comments, questions, input?
Where to engage

<table>
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<tr>
<th>Your Board members</th>
<th>Committees &amp; Editorial Boards</th>
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<td>Discussion boards</td>
<td>Divisions, Sections &amp; Communities</td>
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<td>eMentoring</td>
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Next steps

Apr.–May
- Board/member input
- Prioritization

ASA spring Board meeting – Strategic plan completion and approval
Implementation steps

July
- Grand Challenge Task Force in-person meeting

August

September

October
- Annual meeting
- Initial review of implementation

November