American Society of Agronomy

Strategic Plan

June 2013
The American Society of Agronomy

Core Purpose
Knowledge to Feed and Sustain the World

Vision
ASA members will integrate and apply science to sustainably double agronomic production.

Core Values
We believe in:
• Scientific inquiry and innovation
• Integrity
• Accountability/transparency
• Inclusiveness
• Service to society
• Sustainability/stewardship
• Global perspective

Five-Year Goals
Goal A. ASA will have highly valued programs and services that produce a strong and more diversified non-dues revenue stream. (Value Proposition)
Goal B. The integrated science of agronomy will be recognized by key audiences. (Awareness)
Goal C. ASA members will be engaged in the society. (Involvement)
Goal D. ASA will be more collaborative. (Partnerships)
Goal A | ASA will have valued programs/services and more diversified revenue. *(Value Proposition)*

**Strategies**

1. Work with other Societies on joint memberships (eg. join the Australian Society of Agronomy, then join ASA for $50.00) *High Priority*

2. Work on developing and producing meetings/conferences in addition to the Annual Meeting (prefer 25% profit). *High Priority*

3. Develop Emerging Issue Webinars *High Priority*

4. Develop an education membership package for certified professionals – like a Journal subscription. *Medium Priority*

5. Setup K-12 Curriculum to integrate with School Systems. Seek Government grants to fund. Use membership base to develop materials, leveraging grant funding. *Medium Priority*

6. Implement a Remember us in your Will Program for the Agronomic Science Foundation. *Medium Priority*

7. Develop Accrediting/Certification programs for university agronomy programs. *Low Priority*

8. Develop a magazine for the general public that translates our science (could bring in other disciplines to contribute as well, i.e.: Animal Science, urban). *Low Priority*

9. Increase involvement with Scientists without Borders, the Peace Corp, AAAPD etc. Run a list of participants against member database to see who is participating. *Low Priority*

Goal B | The integrated science of agronomy will be recognized by key audiences. *(Awareness)*

**Strategies**

1. Develop a marketing strategy for ASA – maintain the tagline “Agronomy Feeds the World.” *(General public)* *High Priority*

2. Develop integrated products (journals, small topic focused meetings, etc.) with other societies or professional organizations. *High Priority*

3. Enhance ASA influence on policy by expanding and promoting ASA's Congressional Visits Day. *High Priority*

4. Create educational materials for K-12 (e.g. STEM) that bridges to teachers with specific learning objectives. *Medium Priority*

5. Expand availability of educational materials for professionals at both the national and international levels (webinars, Facebook, print, etc.). *Medium Priority*

6. Market a general interest magazine that is targeted at the 8-12 grade level to educate and make money for the society. *LowPriority*
Goal C  |  ASA Members will be engaged in the society. (Involvement)

Strategies

1. Develop a process during membership renewal that makes members make an active choice for which community (ies) they would like to identify with.  
   *High Priority*

2. Develop a fully integrated Membership Communications Plan that actively highlights and encourages engagement. Development of the plan should include use of multimedia strategies using the ASA tools already available.  
   *High Priority*
   - Use more advertisement beyond the Annual Meeting Highlights community activities.
   - Involve/engage members in these activities. It does not all have to be the full responsibility of leaders only.
   - Develop Pro/Con Presentations at Annual Meetings.
   - Create more round the year open forums for ad hoc member discussions.
   - Increase greater integration of social media into ASA communications.
   - Develop YouTube videos of ASA member involvement events.

3. Review and implement new technologies for connecting communities and their members.  
   *High Priority*

4. Develop mentoring program for early-career professionals (2-year post-terminal degree).  
   *Medium Priority*
   - Ask mentors to help recruit members into ASA volunteer committees.
   - Create graduate student board representative position on the ASA Board.

Goal D  |  ASA will be more collaborative. (Partnerships)

Strategies

1. Develop a list of allied scientific associations. (Examples, WSSA, ESA, APS, etc.)  
   *High Priority*

2. Develop a list of allied commodity groups and trade organization. (e.g., National Corn Growers Association, American Soybean Association, etc.)  
   *High Priority*

3. Develop a list of New Collaborators (out-of-the-box -- examples, Independent Petroleum Association of America, National Science Teachers Association, etc.)  
   *High Priority*

4. Investigate the opportunities to build upon existing relationships. (Example, Indian Council for Agriculture Research, CGIAR, etc.)  
   *High Priority*

5. Identify areas for each of the identified groups where collaborations (meetings, efforts, policy) would be beneficial to our membership. For example, develop agronomic curriculum and activities in partnership with the National Science Teachers Association.  
   *Medium Priority*

6. Investigate more collaborative science policy efforts with allied scientific association, commodity groups, and trade organizations. (Examples, partnerships with office space as well as cross-communications with policy groups across associations). Indicators of collaborations would include the development of joint letters, joint white papers, joint visit days, and/or shared office space).  
   *Medium Priority*

7. Optimize collaborations with industry and allied associations on workforce development. Did we increase the number of CSAW members? Did we develop a workforce needs assessment to share with legislatures?  
   *Medium Priority*

8. Pursue co-sponsorship of an international agronomy meeting outside the U.S.  
   *Low Priority*