American Society of Agronomy
Strategic Plan
2017 – 2019

**Vision:** Lead the world of agronomy to improve the human condition.

**Mission:** To empower scientists, educators, and practitioners in developing, disseminating, and applying agronomic solutions to feed and sustain the world.

**Science Frontiers:** The Grand Challenge is to sustainably improve the human condition for a growing global population in a changing environment.

**Values:**
- Scientific inquiry and innovation
- Ethical standards and behaviors
- Accountability/transparency
- Inclusiveness
- Service to members and society
- Sustainability/stewardship
- Global perspective
- Transfer of knowledge
Goal 1: Provide a forum for the advancement and dissemination of agronomic science. (Efficient and Effective Science)

Objective #1: Increase value of the journals and Digital Library to users.

Objective #2: Offer national and regional meeting options to both members and CCAs.

Objective #3: Explore data stewardship and data aggregation policies.

Goal 2: Promote the full utilization of science-based agronomic knowledge in modern, sustainable agricultural systems and policy development. (Knowledge Dissemination and Application)

Objective #1: Empower members and Communities to develop educational materials.

Objective #2: Engage the ASA members and Communities to meet the needs of ASA science policy development.

Goal 3: Develop and increase awareness about the value of ASA and the profession of agronomy to key audiences. (Awareness of the profession and ASA)

Objective #1: K-12 educators and technical colleges will recognize the profession of agronomy.

Objective #2: Policymakers will recognize agronomic research priorities and needs for funding.

Objective #3: Ensure that ASA has value propositions for diverse member segments.

Objective #4: Increase awareness of ASA membership value to agronomic practitioner and CCA audiences.

Objective #5: The importance of agronomy will be recognized by the general public.

Goal 4: Expand and energize collaborations, professional growth, and career recognition. (Growth of the Individual)

Objective #1: Increase international presence and opportunities in the agronomic arena.

Objective #2: Expand science policy collaboration opportunities.

Objective #3: Foster diverse and vibrant communities to engage members, CCAs, and other agronomy professionals.

Objective #4: Support a prestigious, highly valued awards program.

Objective #5: Grow interactions and partnerships with industry.