

# 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.