**Background & Diagnosis** – influencing factors on ASA with elements of the landscape analysis included

**Strategic planning approach** – brief description of the process for setting the strategic direction, implementation, review – and member input

**Vision and mission**

**Strategies** – aspirational strategies to work towards the vision and mission of the Society

**Society specific objectives** – specific, measurable, action-oriented, realistic, time-sensitive statements to support ASA strategies

**Cross-society objectives** - specific, measurable, action-oriented, realistic, time-sensitive statements to be implemented across ASA, CSSA, SSSA
<table>
<thead>
<tr>
<th>Driver</th>
<th>Inputs</th>
<th>Tactics</th>
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<tbody>
<tr>
<td>• Board leadership and direction</td>
<td>• Board</td>
<td>• Discussion boards</td>
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<td>• Members and certified professional engagement</td>
<td>• Social media</td>
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<td>• Landscape analysis</td>
<td>• Town halls</td>
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<td>• External partners/collaborators</td>
<td>• Surveys</td>
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Planning and approvals – process and inputs
<table>
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<tr>
<th>ASA Strategic Plan</th>
<th>CSSA Strategic Plan</th>
<th>SSSA Strategic Plan</th>
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<td>- Board led</td>
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<td>- Member input</td>
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<td>- Strong, time-specific, quantifiable strategies/objectives</td>
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</tbody>
</table>
Cross-society Objectives

Coordination action for implementation

- Membership
- Diversity and Inclusion
- Leadership development
- External engagement
- Publications
- Policy engagement
- Business Model

Board led, member input

ASF Plan – Connect with Boards

ASA Strategic Plan

CSSA Strategic Plan

SSSA Strategic Plan

www.agronomy.org

www.crops.org

www.soils.org
ASA Strategic Plan

Grand Challenge Task Force
Recommendations to the Boards
Internal and external organizations

Grand Challenge

CSSA Strategic Plan

Cross-society Objectives

Implementation
3 strategic plans and Grand Challenge
Resource planning and forecasting
Tactical/action support
Review/assessment
Communications and transparency
Full-staff connection to the plan

SSSA Strategic Plan

ASC|ESS Staff
Governance
Accounting
Certification
Communications
Education
IT/Operations
Meetings
Membership
Science Policy

Connect with Boards

Board led, member input

Grand Challenge Task Force
Recommendations to the Boards
Internal and external organizations

American Society of Agronomy
Crop Science Society of America
Soil Science Society of America

AS|F Plan

www.agronomy.org
www.crops.org
www.soils.org
ASA Strategic Plan

CSSA Strategic Plan

SSSA Strategic Plan

Cross-society Objectives

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Board led, member input

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Governance
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Certification
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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

Outcomes
Comments, questions, input?
Strategies

**Grand Challenge:** Drive soil – plant – water – environment systems solutions for healthy people on a healthy planet in a rapidly changing climate: Work collaboratively with CSSA and SSSA to leverage the assets of the three societies and external partners to bring about measurable change.

**Knowledge to action:** Translate research into practice, driving solutions to relevant societal issues. We will enhance translational efforts where new knowledge is translated into practice, as well as enhancing the deployment of and equitable access to existing knowledge via open science initiatives.
Strategies

**Engagement, inclusion, and diversity:** We will promote and enhance diversity and inclusion at all levels throughout ASA, and to renew our long-standing commitment to diverse stakeholders for broader membership and leadership of ASA for creativity and strong governance.

**Enhanced business model:** Leveraging comparative advantage as a professional society of scientists and certified professionals and new opportunities to deliver knowledge transfer and services for an evolving stakeholder base and ensure the financial future of ASA
Comments, questions, input?
ASA-specific objectives

1) Enhance member engagement and leadership throughout ASA: Engage ASA Sections, Communities, members, and certified professionals in implementing the shared Grand Challenge.
ASA-specific objectives

2) Scientific translation and impact: Increase both the number and types (categories) of research translational products produced by ASA by 25% each year for use by practicing agronomists to promote sustainable production of food, feed, fiber, and fuel.
ASA-specific objectives

3) Reach, diversity and inclusion: Increase the diversity of society membership and leadership, our interactions with closely aligned professional and scientific societies, and our interactions with external organizations that promote sustainable production of food, feed, fiber, and fuel.
ASA-specific objectives

4) Business development and growth: Explore new and enhanced revenue sources leading to pilot investment in 2 new revenue positive-growth areas.
Comments, questions, input?
Where to engage

Your Board members

Discussion boards

Social media

HQ staff
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
- Initial review of implementation

September

October
- Annual meeting

November