Strategic Planning
Town Hall
Plan structure – independent plans with connections

**Background & Diagnosis** – influencing factors on CSSA 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 CSSA strategies

**Cross-society objectives** - specific, measurable, action-oriented, realistic, time-sensitive statements to be implemented across ASA, CSSA, SSSA
Planning and approvals – process and inputs

**Driver**
- Board leadership and direction

**Inputs**
- Board
- Members and certified professional engagement
- Landscape analysis
- External partners/collaborators

**Tactics**
- Discussion boards
- Social media
- Town halls
- Surveys
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?
Strategies

1) Engage more broadly to create impact, awareness and influence
Strategies

2) Promote member work on sustainable productivity and nutrition; engage relevant participants and sectors in the future of agriculture – agroecologists, ag economists, sociologists, engineers, food system participants.
Strategies

3) Emphasize partnership with other societies and organizations including international collaborations, to address climate change and sustainability.
Strategies

4) Provide leadership to influence societal perceptions and actions to creating a more sustainable society.
Comments, questions, input?
CSSA-specific objectives

1) For all journals – obtain an impact factor, improve impact factor by 5-7% annually beginning in 2022, improve exposure and journal usage, and consider alternative metrics to supplement current standards in comparison to peer journals.
CSSA-specific objectives

2) Recruit non-traditional members: increase disciplinary breadth of the society to include industry, practitioner, grower and advocacy groups.
CSSA-specific objectives

3) Engage 5 top-tier employers across (industry, public policy, non-profit) sectors to develop and launch new membership benefits and stakeholder services.
CSSA-specific objectives

Potential objectives:

Meetings – specialty conferences (Phenome or others) – partnering with other organizations (broad definition)

Branding – more visibility – society specific, importance of food, crop diversity

Your ideas?
Comments, questions, input?
Where to engage

Your Board members

Discussion boards

Social media

HQ staff
Next steps

- **Apr.–May**
  - Board/member input
  - Prioritization
  - CSSA spring Board meeting – Strategic plan completion and approval

- **July**
  - Member engagement

- **August**
  - Member engagement

- **September**
  - Implementation steps
  - Member engagement

- **October**

- **November**
  - Annual meeting
  - Initial review of implementation
  - Grand Challenge Task Force