March, 2020

Welcome to March!

It has been an exciting three months since joining the Societies, ACSESS and the Agronomic Science Foundation as your CEO. I am continually impressed with the Societies’ integrity and extended impact – it has been quite a bit to grasp all the ways we work together and with partners to advance efforts towards our mission. I appreciate the ideas shared on many intriguing areas to explore in leading the organizations to advance our sciences, serve you all and create extended impact across science and society. In these three months, I have been working closely with our ASA, CSSA, and SSSA Boards of Directors on charting our path forward through our strategic plans.

We need your help!
First and most importantly, we need your help! We need your input to move ahead with the strategic plans. Your voice, leadership, and engagement are crucial in guiding the strategic plans and Grand Challenge efforts. We will be holding webinars and conducting focused social media campaigns asking for your input beginning on March 9 and continuing through the Annual Meeting. Each month we will focus on a topic of importance – building to some really cool events planned at the Annual Meeting.

The webinar topics are:

- March 9 & 17 – Landscape Analysis
- April - Draft strategic plans (society-specific strategies and objectives)
- May - Draft strategic plan (cross-society objectives)
- June - Connecting the final strategic plans to the Grand Challenge
- July – Grand Challenge
- August - Grand Challenge task force report and early progress on strategic plans
March Webinar Days/Times*

- March 9, 2:00 pm, CDT
- March 17, 2:30 pm, CDT

Register Today on your Preferred Website (registration now closed):

ASA | CSSA | SSSA

*The same content will be presented in both webinars

**Landscape Analysis**

In my introduction letter published in the January CSA News, I focused on Society growth and creating diverse connections. To move forward on these thoughts, I worked with our Boards to conduct an operational business landscape analysis to inform our strategic planning process. This research focused on emerging trends external to our Societies that affect how we work and impact our membership and external audiences. The analysis was conducted in January and included interviews with 12 diverse stakeholders and detailed desktop research. Very interesting trends emerged around agricultural and environmental science needs and changes—such as extension of corporate sustainability commitments and a need for more robust science in sustainability partnerships.

This landscape analysis should be of interest to all members as it provides a look at trends for consideration in our sciences and industries. I will review the key points during the March webinars (including time for Q&A) which is only available to members.

**Strategic Planning**

I have been working closely with our Boards on advancing our strategic plans to completion in May and June. We are focusing on creating living, breathing strategic plans. This will give us the strength and flexibility to lead in an evolving space for science in society. Many great ideas have been shared—and are being connected to the landscape analysis—for consideration in our strategic plans. The plans are being developed and will be finalized for Board consideration and approval in May and June—but cannot be completed without your input. Please plan on participating in one of the March webinars and lend your voice to help guide us forward in strategic planning and advancing the Grand Challenge! You are the guides for the Societies in creating impact into the future!

I look forward to speaking with you soon!

_Nick Goeser, CEO_
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