

Strategic Plan: Destination 2029



In pursuit of its mission, on behalf of its members, and in response to the changing dynamics of the discipline of agronomy, the ASA Board of Directors has established the following Vision for the Society.

ASA Vision

The preeminent community for diverse agricultural professionals leading education and collaboration with partners to address food and environmental challenges by connecting the science of agronomy to its practical applications.



ASA Strategic Objectives

ASA will direct time, energy, and resources in the following areas to achieve its vision.

	Build awareness & appreciation of agronomy & ASA among key audiences	Extend membership value proposition, including to new audiences	Continuing Education	Improve the desirability of publishing in our journals	Expand our global footprint	Workforce development
Desired Outcomes	Levels of awareness among key audiences demonstrably higher	New audiences specified, corresponding needs established	Member focused webinars & online programming delivered in correlation w/ member & CCA new audience needs	Impact factor of ASA journals elevated	Agronomists w/o Borders launched, connecting ASA members w/ markets in need	New tools created to promote agronomy to prospective audiences
	Programming & content developed and/or repurposed to serve awareness purposes	New programs & services evaluated & introduced to deepen member & CCA engagement	Components added to Annual Meeting to attract new market segments from agronomy	More authors classify ASA journals as first-tier	Larger number of ASA members from outside North America	Existing K-12 program scaled to extend its reach
	Library of awareness tools established to enable publicity campaigns	More deliberate, sustained outreach takes place to key market segments	Specialty and regional meetings tested for market feasibility & implemented		Higher global participation in ASA programs—certification, Annual Meeting, journals	Universities, fellow professional societies & industry partners engaged to deliver messaging and tactics
		Primary user experience on ASA website re-focused to deliver member value	Funding models for new educational programming established		Partnerships established w/ local-market organizations around the world	Thorough analysis completed to understand students' decision-making processes, key moments & influencers



Cross Society Objectives

A set of collaborative objectives for combined pursuit by ACSESS member societies:

- Innovate Our Stakeholder Experiences
- Diversify Our Memberships
- Raise the Visibility of Our Disciplines & Our Members



Our Process

- Strategic Planning was year-long process built around needs of ASA members & stakeholders
- Process informed by one-on-one conversations with members, focus groups & comprehensive member & stakeholder survey
- July 2023 strategic planning retreat included ASA Board & ICCA Executive Committee along with boards of CSSA, SSSA & ASF
- Resulting Vision, Strategic Objectives & Desired Outcomes will be pursued over next five years