

APS STRATEGIC PLAN

(2-23-03 Approved)

Vision

The APS will be a diverse global community of scientists that:

- strengthens the science and practice of plant pathology;
- provides credible and beneficial information related to plant health;
- advocates and participates in the exchange of knowledge with the public, policy makers, and the larger scientific community;
- and, promotes and provides opportunities for scientific communication, career preparation, and professional development for its members.

GOAL 1. PROMOTE HIGHEST QUALITY RESEARCH AND PROFESSIONAL STANDARDS.

Objective 1A. Develop, implement, and continuously reassess annual meeting strategy.

Objective 1B. Monitor the quality and success of APS journals and APS Press through surveys, industry indicators, and market analyses, and establish and support policies and procedures that enhance the value and competitiveness of these publications to ensure their future success.

Objective 1C. Recognize and support Divisions

Objective 1D. Utilize interdisciplinary strengths offered by the Plant Management Network to promote the broad accessibility of plant pathology information

Objective 1E. Maximize opportunities to integrate resources relevant to the science and practice of plant pathology

GOAL 2. MAINTAIN A STRONG, PROACTIVE AND UNITED PROFESSIONAL ORGANIZATION.

Objective 2A. Broaden the membership base by providing new and innovative options that add value to the membership, as well as more opportunities for involvement at the annual meeting, for students, members of industry, international scientists, members of sister societies, those who are working in plant pathology but who have non-plant pathology backgrounds, and others with interests in or ties to plant pathology.

Objective 2B. Examine and refine the governance and organizational structure to optimize effectiveness and to increase opportunities for member involvement.

Objective 2C. Promote a culture of continual strategic and financial planning to assure a dynamic, flexible and responsive organizational structure that is financially sound and proactive in management.

Objective 2D. Proactively identify nontraditional areas of science outside of plant pathology for programs, publications, and workshops.

GOAL 3. BE THE PREMIERE RESOURCE FOR PLANT HEALTH INFORMATION AND KNOWLEDGE DISSEMINATION

Objective 3A. Be the foremost Internet resource for all aspects of plant health.

Objective 3B. Develop new opportunities at annual meetings and year around for meaningful interaction and information exchange among members, affiliates and the public.

Objective 3C. Establish a clearinghouse to foster international cooperation.

Objective 3D. Be the foremost print and electronics resource for all aspects of plant health.

Objective 3E. Develop e-communities for topics of common interest.

GOAL 4. FOSTER PROFESSIONAL GROWTH AND DEVELOPMENT.

Objective 4A. Develop and conduct opportunities for networking to foster professional growth and development for members.

Objective 4B. Develop and conduct opportunities for continuing education.

Objective 4C. Engage young scientists into the profession of plant health.

Objective 4D. Promote a culture of effective and meaningful scientific and society volunteerism.

GOAL 5. PROMOTE UNDERSTANDING AND INCREASE AWARENESS OF PLANT PATHOLOGY AND THE PRACTICE OF PLANT PATHOLOGY.

Objective 5A. Identify and monitor emerging national and international issues and opportunities affecting policies and funding for plant pathology and plant health, and provide APS with information, advice and counsel regarding these issues.

Objective 5B. Provide timely (proactive as well as reactive) and credible science-based information to national and international policy and funding organizations and institutions that are engaged in defining critical issues, drafting position statements, making recommendations, as well as regulating and funding policies affecting plant health sciences.

Objective 5C. Increase awareness of agriculture by developing education research and promoting opportunities, independently and/or in cooperation with other scientific groups, to present fundamental positive messages about science, using examples from plant pathology.

Objective 5D. Develop a strategic umbrella to promote and fund plant health programs.

Objective 5E. Continue to develop an image for plant pathology as a vital and important profession and promote understanding of the contributions and roles of plant pathologists in science, environment, agriculture, and society.

Objective 5F. Promote understanding of plant pathology among allied sciences.