

## APS Strategic Plan: Strategic Goals and Actionable Initiatives

September 2018 - August 2019

Strategic Goals/Priorities	Initiatives
1. Secure the future of APS as the premier source of plant health knowledge dissemination in a competitive environment	<ul style="list-style-type: none"><li>• Develop a revised strategy for PMN integration into APS system</li><li>• Implement initiatives to draw business for APS Press</li><li>• Transition <i>Phytopathology News</i> to electronic format</li><li>• Journal strategy implementation</li><li>• Develop Emerging Diseases Organizational Strategy</li></ul>
2. Strengthen APS as the premiere professional organization for plant health science	<ul style="list-style-type: none"><li>• Increase engagement of plant health professionals living outside the US in APS by developing and/or strengthening ties with sister societies</li><li>• Increase membership in APS</li><li>• Increase engagement in APS</li><li>• Deliver high-value member benefits</li><li>• Enhance outreach efforts</li><li>• Implement Foundation fundraising priority</li></ul>
3. Foster innovative conference strategy to meet member needs and expectations for knowledge exchange and networking	<ul style="list-style-type: none"><li>• Incorporate virtualized sessions into the Annual Meeting</li><li>• Implement next phase of Annual Meeting Roadmap innovation and enhancements.</li></ul>