

Strategic Plan: Voyage to 2029



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







CSSA Vision

A global community of crop scientists, educators, and practitioners with a common bond of improving plants and their production in a scientifically sound and environmentally responsible manner.



CSSA Strategic Objectives

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

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| | Increase science policy programming for members, and increase advocacy to expand our value to external stakeholders by being the first stop for evidence-based science | Enhance national & international recognition of our society and its members | Make our journals & meetings the first place people want to share their research to increase impact & visibility | Strengthen internal & external communication at all levels to increase engagement, create a sense of community, leverage interactions w/ allied societies & improve member recruitment & retention | Innovate to ensure long-term financial sustainability | Set our members up for advantages throughout their careers w/ ongoing professional development |
| Desired Outcomes | New systems developed and in place to engage members to amplify impact of science policy | Levels of awareness among key audiences demonstrably higher | Impact metrics of CSSA journals elevated | CSSA website revamped & enhanced to make member & stakeholder experience its top priority | Specialty and regional meetings tested for market feasibility & implemented | Member-focused webinars & online programming delivered in correlation w/ member and new-audience needs |
| | Science policy priorities are aligned with needs of members & their institutions/companies | Programming & content developed and/or repurposed to serve awareness purposes | More authors classify CSSA journals as "first-tier" | New programs & initiatives introduced to increase member & stakeholder engagement | Funding models for new educational programming established | Components added to Annual Meeting to attract new market segments |
| | Strategic coalitions developed & in place to ensure overall impact of science policy efforts is maximized | Library of awareness tools established to enable publicity campaigns | Modernized meeting experiences that meet member needs & appeal to new audiences | Strategic partnerships w/ allied societies cultivated to extend organization's reach & impact | Develop sponsorships, pursue grants & consider other types of fundraising to offset costs of non-revenue-generating programs | Membership model refined to align with marketplace realities |
| | | CSSA content & programming repurposed to appeal to new audiences & to raise visibility of members | Technology utilized to simplify engagement of authors & presenters | | Performance of organizational pillars—Annual Meeting, Publications, Membership—fortified to deliver maximum value to stakeholders | |



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