

# Strategic Plan: Journey to 2029



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





## SSSA Vision

Unite a global community advocating for soils through education and science.



## SSSA Strategic Objectives

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

	 <b>Increase, engage, and diversify our membership</b>	 <b>Workforce Development: Increase the awareness of the diverse career paths for soil scientists</b>	 <b>Ensure SSSA is positioned to be responsive to emerging issues</b>	 <b>Expand our economic engine: Increase revenue to support Vision &amp; Strategic Objectives</b>
<b>Desired Outcomes</b>	Regular, direct outreach with schools and institutions, including with HBCUs, 1890 institutions	New tools created to promote soil science and certification to prospective audiences	System established to identify emerging issues in need of response & type of action	Feasibility of regional and/or topical in-person programs beyond '24 explored
	Educational programming delivered on a 12-month basis to supplement Annual Meeting	Existing K-12 program scaled to extend its reach	Science Policy function reinforced to include meeting unique needs of soil science & SSSA	New programming explored and developed to deliver value and expand market reach
	Joint programs w/ other scientific societies and related groups explored and offered	Soil science programs & industry partners nationally & internationally engaged to deliver messaging and tactics	Speakers' bureau and other tactics in place to respond to issues	Develop sponsorships, pursue grants & consider other types of fundraising to offset costs of non-revenue generating programs
	Membership expansion considered & explored by market segment, geography & other factors	Thorough analysis completed to understand students' decision-making processes, key moments & influencers	Coalition of like-minded organizations in place to address issues of common need & interest	Reinvent membership model to align with marketplace realities



## Cross Society Objectives

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