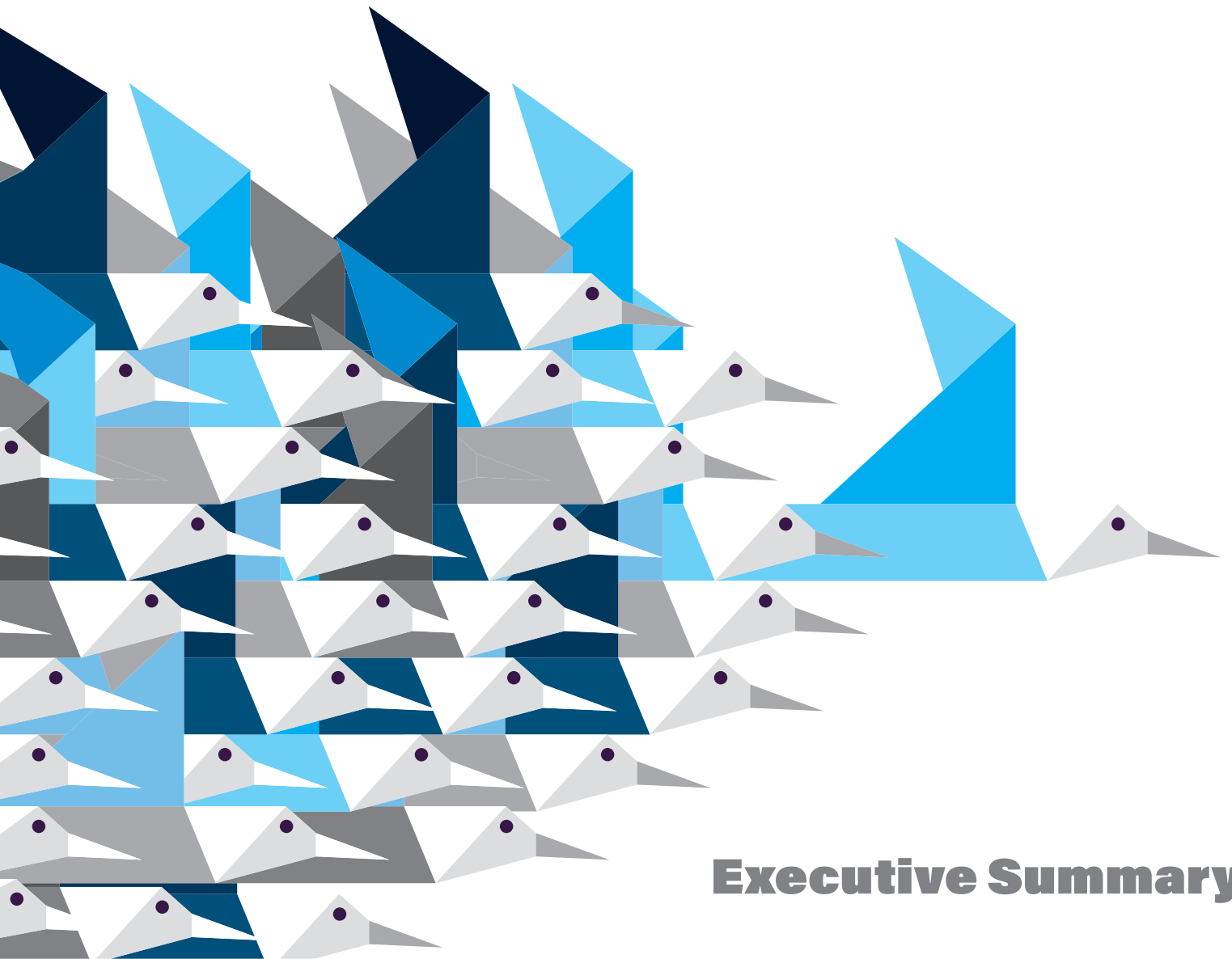


# **Acoustical Society of America Strategic Leadership for the Future Plan**

**2015-2025**



**Executive Summary**

In the spring of 2014, ASA leadership initiated a strategic planning process to address the question, “How will ASA need to change the way it does business, if at all, within a rapidly changing environment and uncertain publishing future, in order to maintain its position as the premier scientific society in acoustics?”

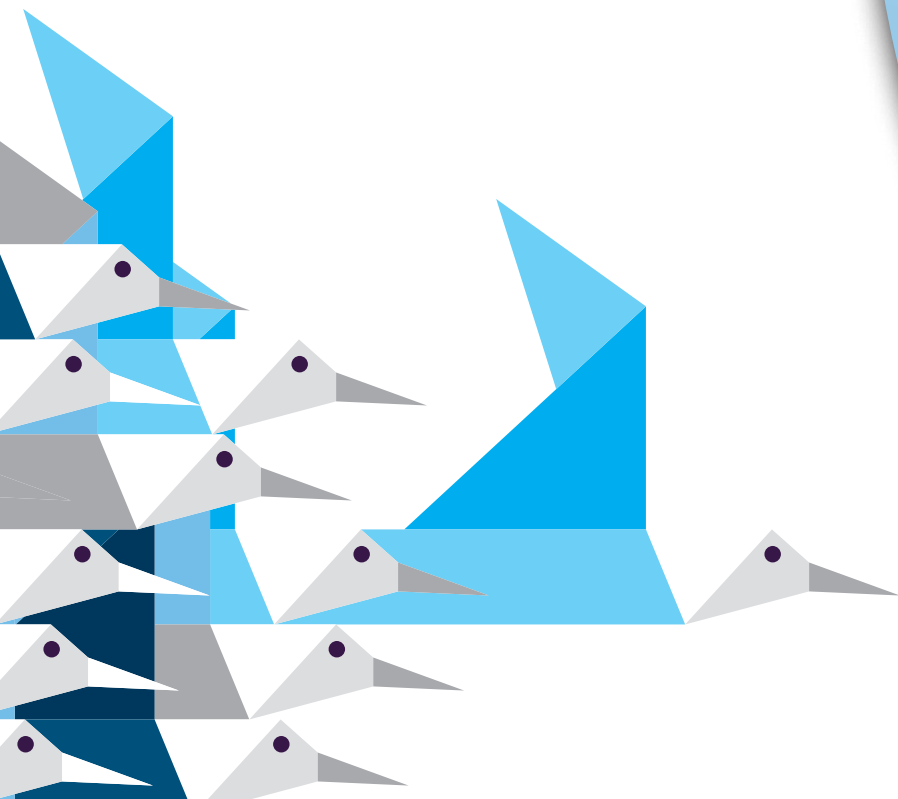
A series of one-on-one telephone interviews, supplemented by guided group discussions with the Executive Council and Technical Council at both the Providence and Indianapolis meetings formed the basis of an extensive report, which was distributed to all participants of a 2.5 day ASA Strategic Leadership for the Future Summit held in Austin, TX, in January 2015. The Summit brought together a cross section of the Society to discuss the issues facing the ASA including publications, finances, membership, and technology. The group created a shared vision for our future from 2015 to 2025.

At a follow-up meeting in March 2015, the ASA Executive Council distilled the Summit outcome into four outcome-focused goals and corresponding high-priority objectives.

## **GOAL 1. Awareness of Acoustics**

ASA engages and informs consumers, members of industry, educational institutions, and government agencies to recognize important scientific acoustics contributions.

PRIORITY OBJECTIVE. Expand the promotion of ASA activities and resources through emerging media and online content



## **GOAL 2. Member Engagement and Diversity**

ASA membership reflects societal diversity and the evolving multidisciplinary nature of acoustics, ensuring its continued relevance to academics, industry, government, and practitioners across the globe and engaging acousticians throughout their entire careers.

PRIORITY OBJECTIVE. Increase remote connectivity to meetings (committee meetings, courses, lectures, content)

PRIORITY OBJECTIVE. Expand promotion and participation of early career members (prior to tenure, principal, or senior status)



## **PURPOSE**

To generate, disseminate, and promote the knowledge and practical applications of acoustics.

## **GOAL 3. Dissemination of Information and Knowledge**

ASA disseminates acoustics information and knowledge to a broad audience using the most effective means.

PRIORITY OBJECTIVE. Streamline and upgrade author, reader, editor, and reviewer experience in all publications processes

## **GOAL 4. Financial Stewardship**

ASA engages in wise, strategic stewardship to ensure sufficient resources to deliver maximum value both now and in the future.

PRIORITY OBJECTIVE. Develop and implement a new business model, including the ASA Foundation Fund

An expanded list of objectives, strategies, and specific metrics are available in the full Report of the Strategic Leadership for the Future Initiative.

