



THE ENTOMOLOGICAL SOCIETY OF AMERICA

STRATEGIC PLAN

2023-2025

As part of its commitment to excellence and supporting the discipline of entomology, ESA engaged in a strategic planning process in 2022. The mission statement, outcome statements, and strategic principles were reviewed and reaffirmed, and a new vision statement was drafted:

VISION STATEMENT:

Solving global challenges through the unifying knowledge of entomology.

STRATEGIC PRINCIPLES:

1. ESA has a social responsibility to develop ALL its members.
2. The science of entomology is global; therefore, ESA is global.
3. To realize our profession's full potential, ESA must increase its influence.

MISSION STATEMENT:

The Entomological Society of America promotes opportunities for entomologists and enables them to share their science globally.

OUTCOME STATEMENTS:

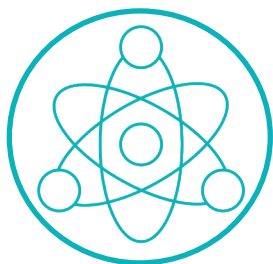
1. To ensure long-term sustainability by maintaining a financially strong, responsible, and accountable Society.
2. To increase the diversity and satisfaction of members and customers as well as the value provided to them.
3. To provide the infrastructure and resources necessary for the growth of the society.



**ENTOMOLOGICAL
SOCIETY OF AMERICA**
SHARING INSECT SCIENCE GLOBALLY



To achieve these goals, the Society agrees to three primary focus areas. The desired outcomes and objectives are described below. Tactics and metrics for each objective will be developed and tracked.



MAXIMIZE KNOWLEDGE SHARING

After 36 months we will be the go-to source in entomology, having increased the number of people seeking, accessing, sharing, and engaging with the knowledge created and shared by ESA members through our publications, meetings, and the media; information is accessible, credible, and high quality. Our objectives will include:

- a. Identify a publications model to increase accessibility and financial performance
- b. Seek and operationalize additional opportunities to share insect science
- c. Modernize the ESA portfolio of meetings
- d. Explore the creation of a Governing Board-led biodiversity taskforce
- e. Expand certification efforts and offerings



INCREASE AWARENESS AND VISIBILITY

After 36 months we will be an expert source for all insect science matters for public stakeholders, centering insects and insect science in public conversation; increasing opportunities to understand insect science and become an entomologist. Our objectives will include:

- a. Improve public awareness and outreach to galvanize public support for insect science
- b. Diversify and invest in marketing and communications
- c. Amplify media relations
- d. Maximize advocacy and government affairs efforts
- e. Invest in and expand engagement of the next generation of entomologists
- f. Broaden and deepen member engagement



ENHANCE OPERATIONAL EXCELLENCE

After 36 months we will have identified operational inefficiencies within programs and services and streamlined processes at all levels to optimize financial stability and improve staff/volunteer satisfaction; creating space for new initiatives. Our objectives will include:

- a. Examine Governance and Governance Processes
- b. Identify programs, processes, products, and services which do not contribute to operational priorities
- c. Maximize efficiencies in processes
- d. Reevaluate the awards program for redundancy, relevance, and equity
- e. Streamline the societal calendar of activities and deadlines

