

2026-2027

STRATEGIC PLAN

Solving global challenges
through the unifying
knowledge of entomology

Strategic Principles:

- ✓ Develop All Members
- ✓ Operate Globally
- ✓ Increase Influence



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

FOCUS

**SHARE
INSECT
SCIENCE**

**DEVELOP
NEXT GEN**

**INCREASE
FINANCIAL
STRENGTH**

Fiscally Responsible
Resource Stewardship

Operational Excellence &
Willingness to Transform

ENVISIONED FUTURE

Increase reach and impact of
ESA's meetings, publications,
and general expertise.

Entomology viewed as strong
career path and ESA is resource
for workforce development.

ESA has diversified income
streams in ways that align
with mission and principles.



2026-2027 STRATEGIC PLAN

FOCUS AREA

SHARE INSECT SCIENCE

ENVISIONED FUTURE

Increase reach and impact of
ESA's meetings, publications,
and general expertise.



FOCUS:

- Increase the reach, impact, and success of journals program and additional entomology content
- Deliver high-impact annual meetings
- Increase member engagement
- Partner with aligned organizations
- Advocate for entomology education and entomology, and the tiered agenda at the federal level

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FOCUS AREA

DEVELOP
NEXT GEN

ENVISIONED FUTURE

Entomology viewed as strong career path and ESA is resource for workforce development.



FOCUS:

- Launch additional ESACC applicant and credential holder training, webinars, in-person study courses
- Explore additional certification opportunities
- Provide academic and career-development opportunities for students and ECPs
- Develop the leadership pipeline

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FOCUS AREA

INCREASE
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ENVISIONED FUTURE

ESA has diversified income streams in ways that align with mission and principles.



FOCUS:

- Modify or eliminate programs, processes, products, and services which do not meet operational priorities
- Strengthen programs in identified program priorities
- Increase membership retention
- Cultivate relationships with aligned funders
- Develop additional revenue sources