

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



Fiscally Responsible
Resource Stewardship

FOCUS

**SHARE
INSECT
SCIENCE**



Operational Excellence &
Willingness to Transform

ENVISIONED FUTURE

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



**DEVELOP
NEXT GEN**

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



**INCREASE
FINANCIAL
STRENGTH**

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



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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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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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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