

APS Strategic Plan: Strategic Goals & Actionable Initiatives (2020-2021)

Strategic Goals/Priorities	Initiatives
Secure the future of APS as a leading source of plant health knowledge dissemination.	<p>Investments in APS publications:</p> <ul style="list-style-type: none"> • Launch GROW-Plant Health Exchange • Transition <i>MPMI</i> to open access in early 2021 • Launch <i>PhytoFrontiers</i> as a new open access journal with broad scope in 2020 • Continue to promote research and education regarding emerging and re-emerging diseases and pathogens • Continue to publish in our journals • Focus on online educational resources during pandemic
Strengthen APS as a global professional organization for plant health science.	<p>Enhance membership programs:</p> <ul style="list-style-type: none"> • Increase membership in APS through focused efforts on early career and mid-career segments • Increase engagement in APS • Deliver high-value member benefits <p>Increase engagement of plant health professionals living outside the U.S. in APS by developing and/or strengthening ties with sister societies as feasible through Office of International Programs (OIP).</p> <p>Engage industry through Office of Private Sector Relations (OPSR) and promote plant health science as exciting career options through Office of Public Relations and Outreach (OPRO).</p>
Foster innovative conference strategies to meet member needs and expectations for knowledge exchange and networking.	<p>Re-imagine the annual meeting:</p> <ul style="list-style-type: none"> • Incorporate virtualized sessions into the Annual Meeting including live streaming, pre-recorded sessions and ePosters as examples. • Continue to incorporate innovation and enhancements to programming and networking that provide “stickiness” and increased engagement.

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