### APS Strategic Plan: Strategic Goals and Actionable Initiatives

**September 2018 - August 2019**

*Updated May 1, 2019*

<table>
<thead>
<tr>
<th>Strategic Goals/Priorities</th>
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| **1. Secure the future of APS as a leading source of plant health knowledge dissemination in a competitive environment** | • Develop a revised strategy for PMN integration into APS system  
• Implement initiatives to draw business for APS Press  
• Journal strategy implementation  
• Develop Emerging Diseases Organizational Strategy |
| **2. Strengthen APS as a global professional organization for plant health science** | • Increase engagement of plant health professionals living outside the US in APS by developing and/or strengthening ties with sister societies  
• Increase membership in APS  
• Increase engagement in APS  
• Deliver high-value member benefits  
• Enhance outreach efforts  
• Implement Foundation fundraising priority |
| **3. Foster innovative conference strategies to meet member needs and expectations for knowledge exchange and networking** | • Incorporate virtualized sessions into the Annual Meeting  
• Implement next phase of Annual Meeting Roadmap innovation and enhancements. |