

American Association for Agricultural Education (AAAE) 2017-2020 Strategic Plan¹

Vision

The vision of AAAE is to be the premier national society for social science scholarship in food, agriculture and natural resources.

Mission

The mission of AAAE is to foster excellence in the discovery and exchange of evidence-based solutions for social science challenges in agriculture and related sciences.

Core Values

AAAE embraces inclusivity, collaboration, professionalism, impact, and innovation.

Strategic Goals

Goal 1: Build a more inclusive culture within the society.

Key Outcome: AAAE membership and activities will reflect the broader discipline and provide a coordinated response to social science issues affecting agriculture and related sciences.

Action Steps:

To be determined by the goal team.

Measures of Success:

Will be determined by the goal team based upon action steps.

Leadership Team:

Lead: Mark Balschweid; Members:

Feedback Loop:

The strategic goal leadership team will provide a written implementation progress report to be shared with the membership at the annual conference and in December each year. Implementation concerns, needs, and challenges will be included in these reports.

Budget Needed:

To be determined by the goal team based upon action steps.

Goal 2: Increase membership.

Key Outcome: AAAE will become a larger society that proactively fosters collaboration across areas of social science scholarship in agriculture and related sciences, achieving greater impact on policy and practice.

Action Steps:

To be determined by the goal team.

Measures of Success:

Will be determined by the goal team based upon action steps.

Leadership Team:

Lead: Becki Lawver; Members:

Feedback Loop:

The strategic goal leadership team will provide a written implementation progress report to be shared with the membership at the annual conference and in December each year. Implementation concerns, needs, and challenges will be included in these reports.

Budget Needed:

To be determined by the goal team based upon action steps.

Goal 3: Increase collaboration among members and with faculty in other social science and agriculture and related sciences disciplines.

Key Outcome: Member networking and idea exchange will be high, leading to more impactful projects that draw from multidisciplinary perspectives.

Action Steps:

To be determined by the goal team.

Measures of Success:

To be determined by the goal team based upon action steps.

Leadership Team:

Lead: Emily Buck; Members:

Feedback Loop:

The strategic goal leadership team will provide a written implementation progress report to be shared with the membership at the annual conference and in December each year. Implementation concerns, needs, and challenges will be included in these reports.

Budget Needed:

To be determined by the goal team based upon action steps.

Goal 4: Increase the impact of our scholarship.

Key Outcome: AAAE members will design, conduct, report, and disseminate research with an intentional focus on informing practice among our diverse stakeholder groups.

Action Steps:

To be determined by the goal team.

Measures of Success:

To be determined by the goal team based upon action steps.

Leadership Team:

Lead: Shane Robinson; Members:

Feedback Loop:

The strategic goal leadership team will provide a written implementation progress report to be shared with the membership at the annual conference and in December each year.

Implementation concerns, needs, and challenges will be included in these reports.

Budget Needed:

To be determined by the goal team based upon action steps.

¹Approved on May 19, 2017 during the 2017 annual conference.