



American Society of Animal Science **WESTERN SECTION**

Western Section of the American Society of Animal Science

2017-2022 Strategic Plan

Executive Summary:

Today the Western Section of the American Society of Animal Science serves 554 members in industry (25%), academics (50%) and government (25%). The section has members in 13 states in the US, 3 Canadian provinces and throughout the Western side of Mexico. The Western Section is undertaking development and implementation of a new strategic plan now to help align with the new ASAS National Strategic Plan and to insure that they advance the needs of the Western Section membership.

Western Section ASAS Mission Statement

The Western Section of the American Society of Animal Science provides their membership with multiple platforms to present and disseminate data relevant to animal science in the west including meetings, webinars and publications.

Western Section ASAS Strategic Directives, Anticipated Results, and Major Actions (2017-2022)

Strategic Directive 1: Provide a high quality, economically feasible meeting to showcase research conducted and relevant to the Western Section (i.e., beef species, grazing, ruminant nutrition and applied research).

Anticipated results 1A: Meeting growth to insure an adequate and diverse core programming. Specifically, numbers of attendees and symposium yearly while maintain the unique “small meeting” feel associated with the Western Section.

Anticipated results 1B: Symposia and programming focused industry relevant translational research.

Anticipated results 1C: Adequate networking opportunities at the meeting are available.

Anticipated results 1D: Dynamic and flexible plans to adjust the meeting in accordance with shifts in demographics.

Anticipated results 1E: Use electronic platforms to engage and provide programming to Western Section membership between meetings.

Strategic Directive 2: Provide a high quality publications platform for science associated with the western section annual meeting.

Anticipated results 2A: A full evaluation of the value and use of the current Western Section Proceedings. Issues to be considered in the evaluation: 1) Use of proceedings (i.e., student training or promotion and tenure), 2) Increased or decreased value of peer review, 3) ROI for the sections and members, 4) Full cost analysis, and 5) Positive or negative impact on meeting attendance.

Anticipated results 2B: Revamped publications platform based on information garnered in evaluation listed in 2A.

Strategic Directive 3: Enhanced student programming within the Western Section.

Anticipated results 3A: Maintain and increase the quality and profile of the graduate and undergraduate student competitions.

Anticipated results 3B: Enhanced interview and job search opportunities for students facilitated through the Western Section.

Anticipated results 3C: Growth of Western Section AQ and other student programs increases trackable increases in member retention from AQ participants.

Anticipated results 3D: Programming and funding development for undergraduate and graduate student students that includes section sponsored travel stipends.

Strategic Directive 4: Strengthen the Western Section ASAS business model and financial position by increasing revenue streams, insuring sponsorship and endowing long term historical programs.

Anticipated results 4A: Western Section grows and maintains 1 year operating budget in reserve.

Anticipated results 4B: Development of endowments to support long-term historical programming including but not limited to: Student Competition, Academic Quadrathlon, Beef Symposium and publication.

Anticipated results 4C: Development of sponsorship relationships to have long term funding of awards.

Anticipated results 4D. Leverage grant dollars to enhance the scientific programming and the networking available at the Western Section meeting.