Goal 1. Raise the prominence of the agricultural and biological engineering profession globally.

   Strategy A. Enhance visibility of the profession.
   Strategy B. Partner with agricultural and biological engineering societies globally to promote the profession.
   Strategy C. Facilitate interaction of professionals across cultural, geographical and disciplinary boundaries.

Metrics
1.1. The number of active partnerships.
1.2. Number of meetings and conferences held and sponsored.
1.3. Number of “hits” where ASABE is listed in the media.

Goal 2. Advance ASABE as the leading source of expertise in agricultural, food, and biological systems engineering.

   Strategy A. Provide high quality, relevant information via refereed journals, issue statements, webinars, and other media.
   Strategy B. Implement an agile and comprehensive program to market the knowledge base of ASABE to members, non-members, and other technical communities.

Metrics
2.1. Number of media outlets (types of materials and amount of each type).
2.2. Number of customer uses/acquisitions.

Goal 3. Position ASABE as the preferred engineering society for technical professionals in agricultural, food, and biological systems.

   Strategy A. Demonstrate value of membership to members and potential members.
   Strategy B. Strengthen ASABE’s leadership in global issues to broaden opportunities and relationships among those who work in the agricultural and biological engineering profession.

Metrics
3.1. Number and type of members (professional, preprofessional).
3.2. Number of members and nonmembers using Society services.
3.3. Number of countries represented by membership.
3.4. Number and percent student members transitioning to full membership.

Goal 4. Lead development and maintenance of relevant technical standards.

   Strategy A. Leverage our accreditation with ANSI / ISO to expand inter-connectivity with other organizations globally.
   Strategy B. Maintain robust technical committees to develop standards.
   Strategy C. Market standards to different target audiences (through bundles / packages / site licenses / search engine / inclusion in model codes).

Metrics
4.1. Number of new, revised, and reaffirmed standards annually.
4.2. Number of dual designated ASABE/ISO standards developed and revised.
4.3. Number of standards under development.

**Goal 5. Cultivate a diverse, thriving, and engaged membership.**

*Strategy A.* Provide an inclusive culture that values diversity.

*Strategy B.* Provide a range of opportunities for engagement during all career stages across academia, industry and government.

*Strategy C.* Promote building relationships among members.

**Metrics**

5.1. Demographics of AIM meeting registrants (age, gender, employment, country of origin).

5.2. Number of registrations in non-technical conference sessions at ASABE-hosted conferences. (tours, social events, networking events)

5.3. Number of participants in section and regional meetings

5.4. Number and percent of members within a community who are members of that community’s committees.