



## ASABE Goals and Strategies

Approved 16 June 2016

ASABE Board of Trustees

### **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.



**ASABE Goals and Strategies**  
Approved 16 June 2016  
ASABE Board of Trustees

- 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.