ASA President’s Message

ASA in 2016—in Transition?

This month, the leadership teams of ASA, CSSA, and SSSA will be meeting in Madison to develop new strategic plans for their organizations. The ASA team has been working hard to prepare for this meeting by studying our existing plan developed in 2013, completing a SWOT survey (strengths, weaknesses, opportunities, and threats), reading background material including a book on planning for associations, and looking carefully at just who we are as a society in 2016.

Here are a few interesting characteristics of ASA in 2016 that will be on our minds during the planning process:

• We currently have 7,081 members with 86% in the USA.
• 36% of agronomy, crops, and soils university administrators are ASA members.
• 45% of ASA members have been members for five or fewer years.
• About one-third of our members do not have a Ph.D.
• In 2010, 44% of ASA members were not affiliated with any division. Today, 14% are not affiliated with any community. On average, a member belongs to four communities.

• Though interest in all sections shows growth, interest in the Agronomic Production Systems Section is growing much more rapidly than any other section and now has nearly twice the interest of the next largest section (Climatology & Modeling).
• Precision ag–related communities show the greatest interest within Agronomic Production Systems.
• The top five communities across all sections for interest are: (1) Nutrients and Environmental Quality, (2) Precision Agriculture Systems, (3) Soil-Plant-Water-Relations, (4) Soil Carbon and Greenhouse Gas Emissions, and (5) Sensor-Based Nutrient Management.

We are reviewing all aspects of our strategic plan including the vision, mission, goals, strategies, and tactics. To be honest, nearly all of us have gone through multiple rounds of strategic planning, and among us, there is likely to be quite a range in views on the value of the process. In this case, your leadership team is excited about the possibilities! We have an opportunity to take an organization with an amazing history and human resources, which underwent some highly successful structural changes a few years ago, and capitalize on that new structure to truly make a difference in the world of agronomy.

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A Fundraiser for the

Chris Stiegler Turfgrass Science Graduate Student Travel Award

The award fund was created to honor the late Chris Stiegler’s major contributions to the C5 Turfgrass Science Division of CSSA as a graduate student. Your participation will provide travel grants to support graduate students attending our meeting.

Sign up at:
www.acsmeetings.org/register

* A majority of your sponsorship contribution is tax-deductible

Chris Stiegler Fellowship Golf Tournament

Sunday, Nov. 6, 2016

Arizona Biltmore Golf Club | Phoenix, AZ

www.acsmeetings.org/stiegler-golf-tournament