

Soil Science Society of America

Strategic Plan

2017 – 2019

Vision: Assuring a healthy and sustainable world through our soils.

Mission: To advance soils as fundamental to life.

Science Frontiers: The Grand Challenge is to sustainably improve the human condition for a growing population in a changing environment.

Values:

Adherence to scientific, professional, and ethical standards

Pursuit, dissemination, and application of knowledge

Environmental stewardship

Collaborative, engaged, and diverse membership

Service to society

Goal 1: Be the leader in soil science. (Leadership)

Objective #1: Build the Society's reputation and brand to retain existing members and attract new members by providing balanced support for all aspects of soil science.

Objective #2: Serve as an international leader and resource for soil science by bringing together soil centric groups.

Objective #3: Guide development of soil science standards.

Goal 2: Advocate, promote, and disseminate soil science research. (Research)

Objective #1: Advocate to increase soil science research funding.

Objective #2: Disseminate soil science research through publications.

Objective #3: Increase the value of Annual and topical meetings.

Goal 3: Promote soil science awareness and education. (Education)

Objective #1: Develop and promote K-12 soil science education and career awareness.

Objective #2: Promote soil science education and career awareness for undergraduate, graduate, and early career professionals/members.

Objective #3: Promote soil science and soil science professions to the general public.

Goal 4: Expand soil science as a profession. (Profession)

Objective #1: Increase the number of certified professionals and expand the number of licensing states.

Objective #2: Promote awareness of educational opportunities of soil science to practicing professionals.

Objective #3: Increase industry awareness and use of certified soil science professionals.