

From the President and Executive Director

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On November 6, 2015 the Executive Council of the Acoustical Society of America approved the Strategic Leadership for the Future Plan.

Both an aspirational and outcome-focused planning document, it is a five-year scheme that sharpens the Society's goals and objectives that support our core purpose to generate, disseminate, and promote the knowledge and practical applications of acoustics.

Shown in the "At a Glance" figure on right are the four overarching goals: Awareness of Acoustics, Member Engagement and Diversity, Dissemination of Information and Knowledge, and Financial Stewardship. The Executive Council assigned a chief champion to each goal. These four individuals will work with membership to insure concrete outcomes as articulated in the goal's objectives and metrics for success. Importantly, the Executive Council insured 2016 budget placeholder funding for each goal, ranging from \$50,000 to \$100,000.

Over 40 highly engaged volunteer members attended an implementation champions meeting held during the ASA fall meeting in Jacksonville, Florida and discussed desired achievements for each goal. Breakout groups identified specific action items and a plan for execution addressing which committees and who should be involved, resources needed, specific metrics of success, and a deadline for achieving desired results.

Even at this very early stage of implementation there are already successful outcomes that can be attributed to the Strategic Leadership for the Future Plan. These represent just the beginning of a set of objectives articulated to provide a course of action over the next five years.

Goal 1: Awareness of Acoustics

ASA engages and informs members of industry, educational institutions, government agencies, and consumers to recognize important scientific acoustics contributions.

PURPOSE AND GOALS AT A GLANCE



- Contracted a social media expert to help expand ASA's presence on Twitter, Facebook and other social media platforms. As a result, ASA's exposure on Twitter, for example, rose from 746 followers six months ago to 1,450 followers today.

Goal 2: Member Engagement and Diversity

ASA membership reflects society diversity and the evolving multi-disciplinarity of acoustics, ensuring its continued relevance to academics, industry, government, and practitioners across the globe and engaging acousticians throughout their entire careers.

- Initiated a series of web broadcasts of ASA meeting special sessions, first initiated with the fall meeting in Jacksonville this past November. As a pilot test ASA organized the broadcast of seven sessions and one Technical Committee meeting, without charge and with open enrollment. Web attendance of the technical sessions totaled 270 individuals and another 53 members attended the Noise technical committee meeting over the web. ASA will refine session streaming at future meetings and expand this method of member engagement and outreach.

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Goal 3: Dissemination of Information and Knowledge

ASA disseminates acoustics information and knowledge to a broad audience using the most effective means.

- With the objective of streamlining and upgrading author, reader, and reviewer experience in all publications processes, within the past year ASA's new Editor in Chief, instituted the following changes:
- Transitioned *JASA* from PeerXPress (PXP) manuscript submission and peer review tracking system to Editorial Manager®, giving authors and reviewers more ease and flexibility in the manuscript submission process
- Enabled an Open Access option for ASA publications
- Instituted E-first publication
- Enabled multimedia material in ASA publications
- Created new information web tabs for *JASA*, *JASA-EL* and *POMA* online

Goal 4: Financial Stewardship

ASA engages in wise, strategic stewardship to ensure sufficient resources to deliver maximum value both now and in the future.

- At the fall 2015 meeting the Executive Council approved formation of a Finance Committee to work in partnership with the Treasurer to provide financial oversight for ASA. Task areas for the new committee will include oversight of

budgeting, financial planning, financial reporting and the creation of more transparent internal controls.

- The Executive Council approved 2016 draft budget funds in support of the four strategic plan goals: \$50,000 for Awareness of Acoustics (application of funds to be determined), \$50,000 for Member Engagement and Diversity (funds to include coverage of costs for live streaming of sessions and technical committee meetings, possible retention of a survey research professional to gather better member data, and funds for pilot grants), \$70,000 for Dissemination of Information and Knowledge (funds to cover hiring a full-time Managing Editor), and \$100,000 for Financial Stewardship (funds to cover hiring a Finance Manager).

On Thursday, May 26, 2016 ASA will hold the second champions meeting 2:00 – 4:00 p.m. at the spring meeting in Salt Lake City. The meeting is open to all who wish to attend and volunteer as an implementation champion.

We are passionate about this important and exciting time for the ASA and welcome and encourage your participation in the process as we focus our activities, resources, and aspirations toward an ever more resilient future.

An expanded list of objectives, strategies, and specific metrics are available in the full Report of the Strategic Leadership for the Future Initiative located at <http://goo.gl/52gq2j>.

Become a Member of the Acoustical Society of America

The Acoustical Society of America (ASA) invites individuals with a strong interest in **any aspect of acoustics** including (but not limited to) physical, engineering, oceanographic, biological, psychological, structural, and architectural, to apply for membership. This very broad diversity of interests, along with the opportunities provided for the exchange of knowledge and points of view, has become one

of the Society's unique and strongest assets. From its beginning in 1929, ASA has sought to serve the widespread interests of its members and the acoustics community in all branches of acoustics, both theoretical and applied. ASA publishes **the premier journal in the field** and annually holds two exciting meetings that bring together colleagues from around the world.



Visit the <http://acousticalsociety.org/> to learn more about the Society and membership.