



Over the last year, I have had the pleasure of serving the Acoustical Society of America (ASA) during our strategic planning process called the “Strategic Leadership for the Future,” facilitated by Cygnet Strategy, LLC, which included phone interviews, personal discussions, a membership online survey, and a leadership summit held in Austin, TX, in January 2015. The Executive Council met in the spring to prioritize the wealth of ideas shared during this strategic planning process so that, as a society, we can generate, disseminate, and promote the knowledge and practical applications of acoustics.

During the ASA Leadership Summit, participants (1) created a shared understanding across a diverse set of groups of the environment in which ASA operates; (2) identified ways to focus ASA’s energy toward opportunities that will deliver the greatest value to members and science in the future; (3) described a shared vision for ASA’s future; (4) created a strategic framework for practical action over the next 3–5 years; and (5) established a planning culture that is both transparent and inclusive.

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The high priority goals that were identified include efforts to (1) expand the awareness of acoustics in industry, educational institutions, government agencies, and consumers by promoting ASA activities and resources through emerging media and online content; (2) increase membership engagement and diversity by engaging acousticians throughout their entire careers, increasing virtual meeting use, and expanding promotion and participation of early career members (before tenure, principal, or senior status); (3) disseminate acoustics information and knowledge by streamlining and upgrading author, reader, editor, and reviewer experience in all ASA publications processes; and (4) engage in wise, strategic stewardship to ensure sufficient resources to deliver maximum value both now and in the future by developing and implementing a new business model that includes the ASA Foundation Fund (see article in every issue of *Acoustics Today* that talks about the work of the Foundation).

I look forward to working with each of you to carry out our shared vision and to achieve these goals and objectives.

Based on the development of these goals, the Executive Council voted in Pittsburgh to endow the Hunt Fellowship fully. ASA fellowships and scholarships are at the center of the Society’s support of the next generation of acousticians. I encourage each and every member to donate funds to the Acoustical Society Foundation to facilitate young scientists and practitioners to obtain the educational foundation and specific resources necessary to advance the field of acoustics. Carl Rosenberg (crosenberg@acentech.com) chairs the Acoustical Society Foundation Board and is passionate about managing and growing these funds to enable innovative and ongoing ASA programs.

The third high-priority goal listed above, to disseminate acoustics information, is near and dear to my heart. James Lynch, Editor in Chief; Charles Church, Editor of *JASA-Express Letters (JASA-EL)*; Kent Gee, Editor of *Proceedings of Meetings on Acoustics (POMA)*; Mary Guillemette, ASA Publications Manager, Kelly Quigley, *JASA* Manuscript Coordinator; Helen Wall Murray, Administrative and Editorial Assistant and *POMA* Manuscript Manager; and Saana McDaniel, *JASA-EL* Manuscript Manager, have been working tirelessly to improve the submission and peer-review process, streamline content development and production workflows, and ensure high-quality journal publications. Although open access has recently challenged business models of publishing, ASA has responded by offering authors the option of purchasing open access for *JASA* manuscripts (<http://goo.gl/dHskK>) and by supporting two online, open-access journals, *JASA-EL* and *POMA*.

ASA publications are our biggest asset and provide high value to our members. ASA is also expanding the use of Web technology to broadcast content to members during our biannual meetings. Pilot sessions will be offered during several technical sessions at the upcoming ASA meeting in Jacksonville, FL. So if you can’t join the meeting in person, please try to view a session online and provide feedback for improving this way of connecting to content.

ASA has historically been a society driven by grassroots efforts that depend on the initiative, creativity, and values of members to advance. Recent highly successful programs include (1) the ASA School for graduate students and early career acousticians created by Judy Dubno and Brigitte

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From the President

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Schulte-Fortkamp and further championed by Stan Dosso; (2) the Girl Scout sessions introducing participants to careers in acoustics and engineering, organized by the Women in Acoustics and the Education in Acoustics Committees; (3) resuming the Help Desk to help students communicate their assets to potential employers and academic institutions, organized by David Dowling and the Education in Acoustics Committee; and (4) expanding acoustics outreach with social media sessions organized by Laura Kloepper and the Education in Acoustics and the Public Relations Committees.

Please share your ideas with me at Christy.Holland@uc.edu and help us develop successful strategies to create resources and encourage activities to achieve our goals and objectives. We will be measuring progress for each of the four high-priority objectives outlined above. I look forward to working alongside each of you.

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.