# Poultry Science Association

**Strategic Vision — 2021-2024**

## Strategic Vision: Enhance the IMPACT of Poultry Science

**Increase Connections with Poultry Stakeholders**
- Expand PSA’s International Reach
- Enhance PSA’s Connections with Students and Increase Retention
- Evaluate and Implement Services and Programs for Members to Increase Engagement and Value

**Leverage & Increase Circulation of PSA Journals**
- Optimize Submissions
- Refine and Improve Review Processes
- Maximize the Advantages of Open Access to Increase Scope and Influence
- Define JAPR’s Target Audience to Increase Submissions and Readership

**Build Selective & Targeted Partnerships & Collaborations**
- Enhance Collaborations and Partnerships with:
  - Industry
  - Allied Associations
  - Complementary Disciplines
  - International Partners
- Optimize PSA’s ‘Advancement and Dissemination of Knowledge’ Through Growth and Diversification