



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