American Society for Nutrition (ASN)
Strategic Map: 2012-2016

Excellence in Nutrition Research and Practice through the Creation, Translation and Dissemination of Science-Based Nutrition Information

Promote ASN as the Authoritative, Global Leader in Nutrition through Science

Serve as Leading Advocate for Nutrition Research & Policy
- Increase Funding for Nutrition Research
- Use Science to Inform/Influence Public Policy, Promote Health and Reduce Disparities
- Mobilize Members and Stakeholders to be ASN Champions
- Increase Recognition of ASN with National and International Policy Makers

Be the Premier Source of Research-Based Education in Nutrition
- Organize Scientific Meetings, Conferences and Online Opportunities
- Develop and Pilot New Strategies For Nutrition Education And Professional Development
- Create and Disseminate Educational Resources
- Disseminate Science-Based Nutrition Information to the Public

Expand the Reach and Impact of our Global Leadership Position in Publications
- Continue to Support and Strengthen Existing Publications
- Expand the Global Distribution of ASN Publications
- Develop New Publications to Advance Nutrition Research and Practice
- Implement New Technologies and Processes that Enhance the Value of ASN Publications

Develop Membership and Increase Engagement To Advance ASN
- Grow Membership Using a Diverse and Inclusive Approach
- Expand and Strengthen Member Involvement, Collaboration, Programs and Services
- Recognize and Support Members in All Career Stages
- Facilitate a Culture of Giving and Effective Partnerships
- Enhance ASN’s Presence and Reputation Among Stakeholders

Ensure ASN Sustainability and Build ASN Foundation

Expand and Strengthen Key Partnerships

www.nutrition.org