

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