ASA Strategic Plan
Updated September 26, 2026

Vision: A world that relies on data and statistical thinking to drive discovery and inform decisions

Mission: Promoting the practice and profession of statistics

Theme: Enhancing the Diversity and Breadth of our Association

Membership Retention and Growth

Objectives:

- Communicate the value of long-term membership to current and new members.
- Create and sustain responsive, flourishing, and safe environments that support individual needs, stimulate intellectual growth, and promote professional advancement for all.
- Target specific outreach to professional statisticians and data scientists who are not currently ASA members.

Strategies/Tactics:

- Improve collection of member demographic data to better inform decisions.
- Continue interviews/focus groups to gain insight into needs of specific audiences.
- Develop and implement website policy that prioritizes outreach, especially to potential members.
- Identify topics of interest to key member groups and engage those members through regular virtual townhall meetings on these subjects.
- Add data science accreditation to our PStat/GStat accreditation suite.
- Develop targeted outreach to statisticians and data scientists outside the US.
- Implement optional automatic membership renewal and multiyear membership option and promote life memberships.
- Review processes for reminding members to renew their memberships and develop methods for better understanding why people choose not to renew membership
- Review membership costs for retired members.
- Engage student ASA chapters through the Council of Chapters.
- Target retention efforts to retain members who have been laid off or who may leave because they are no longer able to attend conferences.

Professional Development

Objective: Develop the Leadership Institute to provide the infrastructure to coordinate and champion all ASA professional development to maximize the value to the association.

Strategies/Tactics:

- Build a professional development course catalog.
- Create a certificate system to provide a mechanism to recognize achievements.
- Continue the IDEA Forum as an annual event to focus on the important ways statistics and statisticians impact society.
- Reevaluate ASA meetings to ensure they meet members' needs.
- Coordinate with sections and chapters to support their workshops, conferences, and other professional development offerings.
- Make members aware of career opportunities by promoting ASA Career Connect, and ensure we promote opportunities in all sectors.

Publications

Objectives:

- Maintain a diverse portfolio of journals that advance statistics and data science by disseminating high quality, high impact research.
- Maintain and further develop our outreach publications (Amstat News, CHANCE, Significance) to meet member needs and expand the awareness, reach, and visibility of statistics and data science.
- Increase the number of open access papers / journals.

Strategies/Tactics:

- Monitor the publishing climate to ensure ASA publications are well positioned to be responsive to demands for open access and open science and can respond to national and international directives.
- Evaluate methods for making sure that high quality research finds a home in ASA journals.
- Develop streamlined submission processes and significantly improve review times leading to fast publication.
- Develop ways to assist journals in finding reviewers and developing the next generation of editors and associate editors. These approaches might include training for early- and mid-career reviewers from all sectors, providing resources for journal editorial boards, and offering tangible awards for impactful reviewers.
- Effectively promote beyond the statistical community journal articles of broad interest

Theme: Increasing the Visibility of Our Profession

Public Awareness

Objectives:

- Identify important, influential audiences to hear and absorb the message that statistics and data science have high impact on science, business, industry, and government and that it is a foundation for innovation.
- Communicate the value and relevance of statistics to science and society.
- Communicate the value and relevance of statistics at all levels of education.
- Communicate the ethical guidelines under which we work and the core values of justice, equity, diversity, inclusion, belonging, and accessibility.

Strategies/Tactics:

- Develop at least one high quality marketing video explaining explain who "we" are. "We" are statisticians, we are data scientists, we are educators, we ARE the ASA. The video will act as an introduction to ASA programs and why being part of the ASA community is important
- Continue developing video interviews of members as part of a more vigorous social media campaign.
- Fully develop the Communities in Action initiative.
- Develop the Leadership Institute IDEA Forum
- Grow and better publicize existing podcasts, especially Stats+Stories, and consider the development of additional podcasts for different audiences.

Visibility and Impact in Public Policy Making

Objectives:

- Raise the profile of statistics and data science by promoting the value of sound practice of the statistical sciences in public policy decision-making.
- Promote the fundamental role of statistical sciences in shaping evidence-based policy.
- Promote the quality and integrity of government statistics.

Strategies/Tactics:

- Pursue opportunities to achieve these objectives in categories such as the following, which are explained and for which examples are provided in this *Amstat News* article
  a. Statistics improving governance, justice, democracy, human rights, and other aspects of society
  b. Defense of scientific freedom
  c. Championing of scientific integrity in statistical science and official statistics
  d. Promotion of statistics to inform policymaking
  e. Statistics improving science and the scientific process
- Build ASA's support for statisticians and data scientists involved in public and scientific policy.
- Extend ASA's work with its members to strengthen their ability to advocate for issues supporting the above objectives.
- Provide timely information to ASA members about ongoing public policy discussions relevant to the statistical sciences.
- Provide statistical advocacy at the national, regional, and local levels.
- Engage with ASA members and request their input on public policy topics.
- Advocate for the federal statistical system and research funding agencies.
- Work with the ASA External Nominations and Awards Committee and other ASA units to nominate ASA members for external awards, boards, and panels to increase the representation and engagement of statisticians broadly.
- Communicate ASA's work to raise the visibility and impact of statistics and statisticians in public policy making with our members and encourage their participation.

Theme: Ensuring the Future of Our Profession

Education

Objectives

- Advance Statistical Education: Enhance the quality of education in the statistical sciences, which includes theoretical and applied statistics and data science, at all levels, from pre K-12 to postgraduate.
- Curriculum Development: Facilitate the development and dissemination of innovative curricula in the statistical sciences that align with evolving industry and research demands.
- Support for Educators: Provide professional development opportunities, mentoring, and recognition for educators in the statistical sciences to continually improve teaching and learning.
- Equity: Promote opportunities within the statistical sciences, with a focus on increasing participation and representation of underrepresented groups among students, educators, and practitioners.
- Ethical Considerations: Promote the understanding that statistical literacy extends beyond technical competence in statistics, data science, and AI disciplines, and emphasize ethical implications, such as fairness, transparency, and privacy.
- Advocacy for Broad Impact: Advocate for the importance of the statistical sciences in the broader education system and encourage the inclusion of statistics as an important component of curricula in other disciplines.
- Promote Data Science Skills: Demonstrate the importance of data science as an interdisciplinary field and work to ensure statistical concepts and skills are central to data science education.
- Integration of Statistics and AI: Support an understanding of statistical concepts and methodologies within the context of artificial intelligence (AI) education.
- Global Engagement: Extend the reach of ASA's educational initiatives internationally to contribute to global statistical capacity building.

Strategies/Tactics

- Forge new partnerships and strengthen existing collaborations with organizations, governmental agencies, academic institutions, and statistical agencies.
- Make educational content accessible to a global audience through online learning.
- Support accreditation efforts in the statistical sciences.
- Enhance existing student competitions, e.g., ASA DataFest, Fall Data Challenge, etc. and develop new opportunities.
- Develop proposals to obtain external funding to support educational initiatives.
- Continue curriculum development, expand the reach of *Statistics Teacher*, and consider developing digital badging/credentialling programs to encourage and recognize teacher achievements.
- Develop on-demand curricula (at all levels) and create an annual professional

development calendar.

- Hold regular engagements with key stakeholders in positions of influence in industry, government, and academe.
- Leverage existing resources such as the Journal of Statistics and Data Science Education and the National Data Mine to further advance education and educational opportunities.
- Collaborate with stakeholders from academe, industry, and government to create pathways for the inclusion of statistics as a key component of AI technologies and data science.

Artificial Intelligence

The details of the ASA's strategic plan for artificial intelligence are maintained at this link: https://asa-ai-strategy.netlify.app/

Organizational Leadership Development

Objective: Strengthen the ASA's capacity to develop and support the next generation of association volunteer leaders.

Strategies/Tactics:

1. Enhance Organizational Support
    - Expand staff support for the Council of Sections and Council of Chapters Governing Boards
    - Streamline and improve committee appointment processes
    - Revitalize the Leadership Support Council to more effectively support committees.
    - Provide resources and consistent communication to enhance committee effectiveness and member satisfaction.
    - Broaden pathways for volunteer participation
    - Optimize section-hosted meetings to maximize impact and effectiveness

2. Strengthen Professional Development Programs
    - Advance the Diversity Mentoring Program and StatFest initiatives
    - Expand and integrate mentorship opportunities across all ASA programs
    - Enhance the Leadership Institute
    - Leverage the ASA awards program to identify and cultivate emerging leaders

3. Foster Early-Career Leadership
    - Develop the StatsForward program, so that it:
        - Provides structured leadership development opportunities
        - Creates pathways for future organizational leadership
        - Serves as an advisory body to the board on early-career member perspectives

Financial Status

Objectives:

- Ensure long-term financial sustainability and the ability to support and enhance the association's activities outlined elsewhere in the strategic plan.
- Reduce dependence on earnings on investments to meet budget needs.

Strategies/Tactics:

- Manage and, where possible, grow existing revenue sources while improving resources for members by
    - Increasing membership and retention through the steps outlined in the strategic plan.
    - Ensuring ASA Career Connect is an effective resource for job seekers and employers and a growing revenue source.
    - Increasing focus on revenue-generating aspects of JSM and other meetings (for example, sponsorships) while also aggressively managing costs.
    - Reshaping ASA's overhead blueprint to reduce costs by downsizing workspace and exploring advancements in technology to manage other overhead costs.
    - Restructuring ASA's role with section-hosted meetings to better serve sections and increase the number and quality of these meetings.
    - Supporting our new journals so that they launch successfully, providing strong new publication opportunities while increasing revenue for the association.
- Develop new sources of revenue while providing new resources for members by
    - Unifying and building our professional development program.
    - Launching and sustaining data science accreditation.
    - Growing ASA's fundraising capabilities, for example through ASA Corporate Partner program, ASA Legacy Pages, and external grants and contracts.
- Assess expenditures through ongoing financial oversight processes that support efficient resource allocation.
- Track the use of earnings on ASA's investment portfolio and manage the portfolio in such a way that maximizes its growth potential while controlling investment risks.