

AMERICAN MEAT SCIENCE ASSOCIATION

AMSA Student Membership

Strategic Plan

AMSA Student Membership
2013-2014 AMSA Student Board
Adopted 2/25/2014
Updated 2/4/2015

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CORE IDEOLOGY & ENVISIONED FUTURE

Core Ideology

Core Purpose:

A global science community of students who strive to foster leadership, vocational development and professional relationships within the animal, food and allied industries.

Core Values:

- Involvement – *We value active participation and contribution of the members to the success of the AMSA student membership.*
- Outreach - *We value the resources to educate the current and future generations.*
- Networking - *We value environments that create and foster professional and social relationships.*
- Professional Development – *We value continued enhancement of the student membership’s professional skills and marketability.*
- Knowledge - *We value science, the sharing of information and innovative thinking.*

Envisioned Future

Big Audacious Goal:

AMSA student membership will be the leading global student-based organization dedicated to developing the most highly sought after young professionals in the animal, food and allied industries.

Vivid Descriptions:

- AMSA student membership will be a model for other global student organizations.
- AMSA student membership will be highly desired by students.
- Sponsorship of AMSA student membership activities will be highly pursued by industry partners in order to gain access to the premier student population.

- AMSA student members will value their experiences and in turn continue their involvement with the association.
- AMSA student membership will encourage student members to attend events held domestically and abroad to grow international membership and presence.
- AMSA student membership will engage all students to provide them with the greatest amount of exposure to real world experiences and professional development making them a more valuable asset to the work force.
- AMSA student membership will be a continually innovative organization equipped to handle any challenge in a constantly changing world.
- AMSA student membership will serve as a catalyst for professional development, science based information exchange and relationship-building.
- AMSA student membership will provide programming, science based resources and networking from which value can be drawn for non-traditional agriculture students.

**5-10 YEAR PLANNING HORIZON
ASSUMPTIONS ABOUT THE FUTURE**

Demographics

- With growing populations there will be an increase in diversity of consumers, the meat industry, and the student population.
- There will be an increase in the number of people that are removed from agriculture.
- There will be an increase in the number of people pursuing and obtaining a post-secondary education.
- There will be a decrease in the knowledge of food preparation and a greater reliance on convenient products.
- There will be an increase in the need for readily accessible factual and scientific information.

Social, Cultural and Consumer Values

- Consumers will seek healthier lifestyles and prefer healthier convenience meal solutions.
- Increase in movements toward sustainability and animal welfare.
- Increase in the variety and use of social and media networking (Facebook, Twitter, etc.).
- The influence of diverse consumer groups (i.e. ethnic, generations) will lead to evolved flavor demands, and alter food demands and the job market.
- There will be an increase in female involvement throughout the animal and food industries, and increased flexibility in the traditional work environment.
- Consumers will continue to expect safe and transparent food products.
- There will be an increase in emotional or values-based purchasing decisions of niche products.

Economic Climate

- With an improving international economic climate there will be an increase in the amount of exports.
- There will be an increased demand for processors to provide a more efficient product at an affordable price.
- Consumers will become more aware of their spending habits.

Industry Structure

- There will be an increase in consolidation due to the industry becoming more efficient.
- There will be an increase in the regulation of environmental and food safety practices.
- Media will continue to increase and impact consumer awareness.

Science and Technology

- The use of advanced technology will increase production efficiency, food safety and meat quality.
- Increased need for scientists who are equipped to integrate science and technology to address issues in food production.
- Increased need for scientists to translate and simplify scientific and technical processes.
- Increased need for collaboration between industry and academic/government researchers.

**3-5 YEAR PLANNING HORIZON
OUTCOME-ORIENTED GOALS**

Professional Development Goal:

AMSA student membership will continue to improve professional development and leadership opportunities for members.

Outreach Goal:

AMSA student membership will provide resources to universities, students and to consumers to promote the benefits of AMSA membership, as well as opportunities and information about the animal, food and allied industries.

Membership and Participation Goal:

AMSA's student membership will continue to increase in numbers, diversity and participation.

Networking Goal:

AMSA student membership will continue to facilitate networking opportunities among members.

Membership Awareness Goal:

AMSA student membership will continue to promote and explore opportunities for increasing awareness of the benefits of AMSA membership.

Financial Goal:

AMSA student membership will maintain a fiscally sound budget from year to year.

Professional Development

Goal:

AMSA student membership will continue to improve professional development and leadership opportunities for members.

Objectives:

1. Host an annual leadership development event independent of the annual AMSA Reciprocal Meat Conference.
2. Expand industry presence at the annual AMSA Reciprocal Meat Conference career fair and increase awareness of the AMSA Meat Science Career Center website to potential employers and job seekers.
3. Increase participation from the student membership in both the student board elections and on all AMSA committees.
4. Increase participation and interest by increasing quality of student related reciprocity sessions at the annual AMSA Reciprocal Meat Conference.

Outreach

Goal:

AMSA student membership will provide resources to universities to promote the benefits of AMSA membership as well as opportunities in the animal, food and allied industries.

Objectives:

1. Maintain an up-to-date directory of animal, food and allied industries clubs¹, graduate programs, and their contacts at colleges and universities.
2. Recognize and publicize student programs, including but not limited to those of college or university animal, food and allied industry clubs¹ on the AMSA web site.
3. Develop an RMC scholarship to provide resources for students to attend RMC.
4. Create and maintain a resource on the AMSA web site with general information for students with interests in animal, food, and allied industries, such as graduate programs and student organizations.
5. Build a resource of career development tools on the AMSA web site, such as resume and cover letter development.
6. Develop an outreach or welcoming committee for RMC to improve the experience for student attendees.
7. Develop a list of non-traditional AMSA students to reach out to and grow participation.

¹ *Recognizing that at many universities, meat science activities may occur within many different animal, food and allied industry student organizations.*

Membership and Participation

Goal:

AMSA's student membership will continue to increase in numbers, diversity and participation.

Objectives:

1. Increase membership retention rate at least 5 percent on an annual basis through email communication with current members highlighting the benefits and resources of AMSA.
2. Increase non-meat judging membership and participation at least 3 percent on an annual basis.
3. Maintain participation in leadership events at a minimum of 75 participants.
4. Increase involvement on student membership committees by having at least two conference calls on an annual basis and provide a report following the call.
5. Increase student membership at least 3 percent on an annual basis.
6. Increase participation in the annual student board election to 3 or more candidates per open position.
7. Expand opportunities for committees to participate outside of RMC.
 - a. Target enthusiastic and interested individuals for particular tasks throughout the year to assist the Student Board of Directors.

Networking

Goal:

AMSA student membership will continue to facilitate networking opportunities among members.

Objectives:

1. Provide networking opportunities to maximize student interaction with other students and professionals.
2. Increase participation and effectiveness of the mentorship program.
3. Improve online social networking for students domestic and abroad by posting on a social media outlet.
4. Develop incentives for students not necessarily seeking jobs or graduate programs to interact during the annual Career Fair.
 - Rebrand the Career Fair to entice both professional members and student members to engage in networking.

Membership Awareness

Goal:

AMSA student membership will continue to promote and explore opportunities, domestically and abroad, for increasing awareness of the benefits of AMSA membership.

Objectives:

1. Maintain a quarterly or as-needed student membership e-newsletter to be distributed quarterly to all members.
2. Create promotional material (i.e. business cards, brochures) to publicize benefits, resources and opportunities in the AMSA student membership.
3. Increase awareness, both domestically and abroad, of the AMSA student membership.

Financial

Goal:

AMSA student membership will maintain a fiscally sound budget from year to year.

Objectives:

1. Seek sponsorships for student activities and other events.
2. Maintain up-to-date budget and publish end of year reports.
3. Look at other fundraising opportunities outside of the annual AMSA Reciprocal Meat Conference.
4. Determine plan for surplus and/or deficit.
 - a. Earmark funds for annual Student Leadership Conference.
 - b. Maintain at least 2 graduate and 2 undergraduate RMC and SLC scholarships.
 - c. Make donations, when able, to AMSA Educational Foundation Mentor Recognitions.