

The Poultry Science Association (PSA) Strategic Plan- Five Year Plan to 2010
Progress report for the first year: July 2005 to July 2006
Assignments for 2006-2007

Goal	Objective	Major Activities	Lead Responsibility	Completed & On-going	In Progress	Remaining Tasks Needed for Completion or Comments	No Progress	Assigned for 2006-07
# 1	A Marketing plan	Nathan May, Inc. hired– press kit disseminated; Nathan May retained for an additional 6 months	ED Finance Committee	X		Additional press releases		President ED
# 1	Biv PSA web site links	Established links with trade associations, government agencies, and industry	ED Finance Committee		X	Many important links have not been added		ED
# 2	Di Student caucus	Student caucus formed. Voice in newsletter established. Student representation on Board pending constitutional approval. Student caucus officers elected	Teaching Committee	X				PSA Hatchery Teaching Committee oversight
# 2	Dii Student advocates	Student advocates at some universities with a poultry science program have been posted on PSA web site	Teaching Committee		X	List is incomplete		PSA Hatchery Teaching Committee
# 2	Diii Student membership	Publicize free membership to students on PSA web site and annual meeting student luncheon	Administrative Assistant President	X		Should explore opportunities for additional publicity		Administrative Assistant President
# 2	Dvi Publicizing PSA to youth	Request made to add PSA link to FFA web site	Careers Committee		X	Should explore additional opportunities to publicize PSA through youth groups such as 4-H, Phil's 4-H page; B&B		Careers Committee
# 2	Ei Continuing education credits	Consideration being given to developing a grantsmanship workshop at 2007 or 2008 annual meeting	Membership/ Professional Development Committee		X			Membership/ Professional Development Committee

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# 2	Fi Volunteer link on PSA's web site	Excellent response. Information used in making committee assignments for 2006-07	Administrative Assistant ED	X		Need way to identify expertise of volunteers or which committee they are requesting		ED oversight
# 3	Gx Slide summary on PSA	Developed and posted on PSA web site. Slide set used at least five times including sessions at the Edmonton annual meeting	Extension/Outreach	X		Its availability to the membership needs to be publicized.		
# 4	Ii Identify 4 yr program for scientific meeting	4 yr Program Committee identified	Program Committee		X	Specific themes for future meetings need to be identified		Program Committee
# 4	Iii Publicizing symposia	None	Program Committee			Consider use of Nathan May to publicize symposia (via ED)	X	Program Committee
# 4	Iiii Professional development workshops	Consider developing AALAC workshop at annual meeting., e.g., 2008	Program Committee		X			Program Committee
# 4	Iv Increase student attendance & participation	Career opportunities posted on PSA web site; Board approved student registration fees to include social events	Program Committee Careers Committee		X			Careers Committee
# 4	Iv Integration of scientific program	Ancillary scientists program integrated into the PSA annual meetings through registration fees	Board	X		Consider name change for Ancillary Scientists program. Future FASS workshops may not be continued due to dismal revenue returns		Board

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# 4	Ivi New topics for scientific session	Behavior and well-being added to the 2006 scientific program	Program Committee		X	Sustainable Agriculture and biomedicine as new topics need to be publicized in advance		Program Committee
# 4	Ji Recognizing early career members	Four new "Poultry Science Early Achievement Awards" have been established in the appendix of the Constitution and announced at the 2006 awards banquet.	Board	X				Helene Cecil Award Committee
# 4	Jii Life-time achievement awards	Merial Distinguished Poultry Industry Career Award and the Embrex Fundamental Science Award have been established in the appendix of the Constitution and announced at the 2006 awards banquet.	Board	X				Industry Committee Embrex Committee
# 4	Jiii Publicizing award winners	Recognized by posters, banquet brochure, & web site	ED and FASS staff	X				ED and FASS staff
# 4	Jiv Honorary membership	Honorary membership re-established through 2006 recognition of Don Tyson and Bo Pilgrim	Board , ED, Industry Committee	X				Industry Committee

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# 4	K New topic areas for journal	Enhancement of journals through invited reviews, rapid communications, contemporary issues, and High Wire	Publications Committees of <i>Poultry Science</i> (PS) and <i>The Journal of Applied Poultry Research</i> (JAPR) and Board		X	New topic areas such as sustainable agriculture or biomedicine should be encouraged (e.g. review articles)		Publications Committees of PS and JAPR
# 4	Pi Issues site	Established on recently revised web site	Publication Committees of PS and JAPR		X	Dr. Ken Macklin, Auburn University, will serve as issue's editor. In coordination with "PSA Experts List" & committees, he will identify, solicit or gather timely & relevant information/news/ links pertaining to our society, industry, & meetings & communicate it to a contact person at PSA to be posted on web-site. To be done on a bi-monthly basis to keep the information fresh. Board needs to decide how the FASS issue site can interweave with PSA's needs.		"PSA Experts List" <u>Committees:</u> Publications of PS and JAPR Drugs & Chem. Food Safety Animal Care Environmental Quality
# 4	Pii Discussion boards	PSA Board removed "chat rooms" from strategic plan due to lessons learned from other societies	ED	NA				
# 4	Piii Job posting site	Site is active and current at FASS web site with a link from the PSA web site	ED	X				AA (ED oversight)

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# 4	Piv PSA member CV's	Fee to post CV's was removed with gratis posting	Administrative Assistant		X	Posting of CV's needs to be promoted through "Mary Says"		AA (ED oversight)
# 4	Pv Fee based links to industry	Fee-based industry links will not be pursued. Board recommendation is to make industry links a part of the benefit package to companies who sponsor/contribute to PSA.	ED		X	Establish links on web site for current sponsors		ED

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