

# THE ENTOMOLOGICAL SOCIETY OF AMERICA

## STRATEGIC PLAN 2026-2027

### Solving global challenges through the unifying knowledge of entomology.

The Entomological Society of America's mission is to promote opportunities for entomologists and to enable them to share their science globally. Led by the following strategic principles:

1. ESA has a social responsibility to develop ALL its members.
2. The science of entomology is global; therefore, ESA is global.
3. To realize our profession's full potential, ESA must increase its influence.

The Society will advance toward its envisioned future by responsibly managing resources, achieving operational excellence, and embracing a willingness to transform. This approach is guided by three focus areas with defined outcomes and objectives.

## FOCUS AREAS



### SHARE INSECT SCIENCE

Increase the reach and impact of ESA's meetings, publications, and general expertise.

- Increase the reach, impact, and success of journals program and additional content
- Deliver high-impact annual meetings
- Increase member engagement
- Partner with aligned organizations
- Advocate for entomology education and entomology, and the tiered agenda federally



### DEVELOP THE NEXT GENERATION

Position entomology as strong career path and ESA as resource for workforce development.

- Launch additional ESACC applicant and credential holder training, webinars, in-person study courses
- Explore additional certification opportunities
- Provide academic and career-development opportunities for students and ECPs
- Develop the leadership pipeline



### INCREASE FINANCIAL STRENGTH

Maintain diversified income streams in ways that align with ESA's mission and principles.

- Modify or eliminate programs, processes, products, and services which do not meet operational priorities
- Strengthen programs in identified priorities
- Increase membership retention
- Cultivate relationships with aligned funders
- Develop additional revenue sources

