

2024-2027 **ACSM Strategic Plan**

Vision

Extend and enrich lives through the power of movement.

Mission

Educate and empower professionals to advance the science and practice of health and human performance.

Bold Goals

Create a compelling customer experience
(5 supporting strategies)

Deliver an ongoing commitment to technology and infrastructure
(5 supporting strategies)

Perform a governance realignment
(5 supporting strategies)

Build a fiscally sustainable organization
(4 supporting strategies)

Promote excellence in science and evidence-based practice and expand ACSM's reputation as a global scientific leader.
(5 supporting strategies)

Implementation Tactics

Develop:
Committees

Execute:
Staff

Refine:
Strategic Planning Committee

Core Values — Measures

- Integrity
- Collaboration
- Transparency
- Accessibility & Belonging

- Key Performance Indicators
- Goal Achievement Dashboard
- Staff Performance Goals
- Board Review

Scan for more on the
ACSM Strategic Plan

