

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

- Integrity
- Collaboration
- Transparency
- Accessibility and Equity

Measures

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

Scan for more on the ACSM Strategic Plan

