



ASA VISION 2024

2019–2024 Strategic Plan

OUR VISION

Optimal quality of life
for older adults.

OUR PRIORITIES

1. Leadership in the Field of Aging
2. Membership
3. Diversity, Equity and Inclusion
4. Policy & Advocacy

OUR MISSION

ASA is the go-to source to cultivate leadership, advance knowledge and strengthen the skills of our members and others who work with and on behalf of older adults.

OUR IMPACT

By 2024 ASA will have:

1. Built upon a substantial track-record and continued the momentum in cultivating and strengthening the skills of leaders in the aging field, and will be identified as the pre-eminent multidisciplinary Aging organization.
2. Enhanced, modernized and reframed the membership model.
3. Launched and made progress towards a strategy for defining and implementing a diversity, equity and inclusion vision for board, staff and membership, and achieved recognition as the go-to resource and leading repository of expertise for both professionals and organizations with regard to best practices in diversity, inclusion and equity.
4. Expanded member engagement in policy development and advocacy as determined in each annual operating plan and significantly strengthened ASA's role and voice as one of the country's leading aging sector advocates.

Founded in 1954 as the Western Gerontological Society, the American Society on Aging is an association of diverse individuals bound by a common goal: to support the commitment and enhance the knowledge and skills of those who work to improve the quality of life of older adults and their families.

TO LEARN MORE ABOUT ASA, GO TO
WWW.ASAGING.ORG