ASA VISION 2020
2015 - 2020 strategic plan

OUR PRIORITIES
1. Grow, retain, and engage ASA membership
2. Expand ASA’s role as a leading resource in the field of aging
3. Diversify and grow revenue
4. Strengthen ASA’s infrastructure & governance to achieve impact

OUR MISSION
ASA is the essential resource 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 2020, ASA members (and those they influence) will:
1. Broaden the definition of the field of aging and be relevant to a wider range of professions
2. Use more evidence-based practices
3. Serve a more diverse older population effectively
4. Achieve advancement in their careers
5. Work collaboratively with other organizations to end ageism

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 seek to improve the quality of life of older adults and their families.

TO LEARN MORE ABOUT ASA, VISIT: WWW.ASAGING.ORG