

National Association of Plant Breeders

STRATEGIC PLAN, 2019 – 2023

Executive Summary

The National Association of Plant Breeders is a professional society composed of plant breeders, affiliated professionals, and students representing federal, state, university, commercial and non-government organizations. The National Association of Plant Breeders provides an international forum for those actively engaged or affiliated with plant breeding in all sectors to exchange ideas and work for the common good.

The National Association of Plant Breeders has emerged as a recognized and valued advocate for plant breeding research and education, and a foundational partner to develop and implement a cohesive national plant breeding agenda. The 2019 – 2023 Strategic Plan for the National Association of Plant Breeders is designed to continue our efforts to help create a future in which 1) strong public and private sectors work independently and together to deliver varieties, hybrids, and improved germplasms to society; 2) the value and importance of plant breeding to food security, quality of life, and a sustainable future are known and appreciated by the public; and 3) plant breeding is viewed as dynamic, problem solving, and creative.

The 2019 – 2023 Strategic Plan recognizes six Objectives for the Association:

1. GRAND OBJECTIVE: Develop the National Association of Plant Breeders as a world-class, self-sustaining, member-serving and public-serving scientific organization
2. Facilitate unified representation of plant breeders and plant breeding
3. Expand capacity for public plant breeding
4. Promote and support professional education of plant breeding
5. Increase public awareness and support of plant breeding
6. Support membership through operations and governance

The Purpose and Goals of each Objective are clearly defined within the Strategic Plan, along with Strategies recommended/expected to lead to attaining the six Objectives. Successful strategies will produce:

1. Increased participation in annual meetings by private industry, government, university, and non-government organizations
2. Expanded participation of industry personnel within the National Association of Plant Breeders
3. Expanded giving to the National Association of Plant Breeders Borlaug Scholars fund
4. Increase in requests for information about plant breeding by local and national leaders, including the American Seed Trade Association, media, policymakers, University/College leadership, and other organizations involved with food, feed, shelter, bioenergy, and aesthetic-plant security
5. Increase in plant breeding positions, public and private
6. Additional financial support for public plant breeding positions

7. Creation of longer-term funding for plant breeding at federal granting agencies
8. Increase in membership, scholarships, professional development, awards, and annual meeting attendance
9. Informed decision-makers about infrastructure needed for continued plant breeding achievements
10. Increased live attendance of webinars by 10% each year to reach a broader audience
11. Continuing Ed Unit (CEU) certification for at least three webinars annually as a means of supporting seed industries
12. Increased financial support for plant breeding graduate students through public and private sources
13. Increased number of majors or minors in plant breeding available at universities, especially within the Land Grant University System
14. Increased number of positive news stories about plant breeding in the media

The 2019 – 2023 Strategic Plan calls for expanded associations and interactions for mutual benefit with other scientific societies as ways to expand the sphere of scientific influence of the National Association of Plant Breeders. This outreach strategy should engage a broader audience and extend beyond public institutions or government bodies. This 2019 – 2023 Strategic Plan advocates seeking ways to interact more broadly with the public through alliances, public-private partnerships with public organizations, private entities that reach all facets of society from field-based plant improvement to food processing to consumer interests. The plan advocates for broad dissemination of our message through multiple outreach venues.

The NAPB Strategic Planning Committee was composed of Donn Cummings, David Francis, Ksenija Gasic, Klaus Koehler, Jim McFerson, Sarah Potts, Hannah Senior, and Wayne Smith. The committee thoroughly reviewed the 2014 – 2018 strategic plan and the accomplishments of the organization during that time frame and developed the 2019 – 2023 National Association of Plant Breeders Strategic Plan as a guiding document for the next five years.