

# Strategic Goals: Centennial Update

(Adopted by the AMS Council on 6 January 2019)



The mission of the American Meteorological Society is to *advance the atmospheric and related sciences, technologies, applications, and services for the benefit of society*. The sciences at the heart of the AMS are crucial for understanding the world around us and for enhancing the safety, security, and prosperity of people in the United States and around the globe. The AMS serves as a trusted voice and committed advocate for weather, water, and climate science and services.

Working in support of the AMS mission are the Society's core staff as well as its many hundreds of volunteers, who span the private, public, and academic spheres.

In 2007, the AMS Council approved a set

of seven strategic goals. Rather than representing end points, these are guidelines intended to shape the Society's activities amid continual shifts in technology, communications, research and operational practice, and in the AMS membership itself.

The strategic goals were reviewed by the AMS Council, staff, and commissioners in 2018. Below is the updated set of goals, which reflect the core values of the Society

as determined from a major survey of AMS members, staff, and other stakeholders. Adopted in 2019, on the 100th anniversary of the AMS, these parallel strategic goals will guide the AMS as it embarks on a second century of service and engagement.

## CORE VALUES

**We value the integrity of science and the scientific process.**

**We believe that a diverse, inclusive, and respectful community is essential for our science.**

**We believe that decisions affecting society should be made in a transparent, evidence-based manner.**

**We are committed to excellence, relevance, and agility in all our activities.**



---

## AMS STRATEGIC GOALS

### **To convene a wide range of related disciplines and professions in tackling critical problems of societal importance that center on weather, water, and climate**

Knowledge across a broad spectrum of disciplines is integral to addressing challenges to society relating to weather, water, and climate. The AMS must foster a culture of leadership in uniting professionals within and beyond its community, toward the mission of contributing to a resilient society.

### **To carry out the AMS mission through innovative use of first-class publications, meetings, and other vehicles**

AMS's highly regarded books, journals, and professional meetings remain primary tools for accomplishing the Society's mission. The AMS must preserve the unique strengths of its traditional vehicles—keeping them responsive to member needs—while leveraging their content to expand the audiences they reach, and while taking advantage of technological progress to explore new options.

### **To cultivate a talented, diverse, and enthusiastic workforce in the professions served by the AMS**

Despite progress in recent years, the professions served by AMS do not fully reflect our nation's increasing diversity. The evolving nature of weather, water, and climate science, and of the skills needed to excel in these realms, highlights the importance of cultivating a workforce appropriate for tomorrow's needs. The AMS must foster a vibrant, highly skilled, and diverse workforce through career development activities, educational programs, mentoring and networking opportunities, and inclusive policies and practices.

### **To accelerate the development and enhance the utility of applications, products, and services that leverage weather, water, and climate science**

With its membership spanning government, the private sector, and academia, the AMS is well positioned to help guide the creation of applications, products, and services consistent with the related science. The AMS must enable translation of the knowledge embedded in its community, and put that knowledge into action, by fostering dialogue between researchers and developers and by setting standards for practices and practitioners.

### **To advocate for the importance of the scientific process and to serve as a trusted source of information for public decision making**

As societal vulnerability to weather and climate disruption becomes ever more complex, the members, products, and services of the AMS carry tremendous value as a source of expertise rooted in research. To fulfill its potential as a knowledge broker, the AMS





must develop content suited for those who make decisions on public policy, and it must maintain an uncompromising stance in favor of the scientific process as an irreplaceable foundation of modern society.

### **To build knowledge of the atmospheric and related sciences among varied audiences**

Weather is well suited for sparking public interest in science, thanks to the accessibility of weather information and the fascinating behavior of the atmosphere in which we live. The Society must work to increase understanding of atmospheric and related science directly—through programs that improve science education and with engaging and accessible AMS products—and indirectly, by helping members to communicate with non-specialist audiences.

### **To develop greater synergies among all sectors of the enterprise**

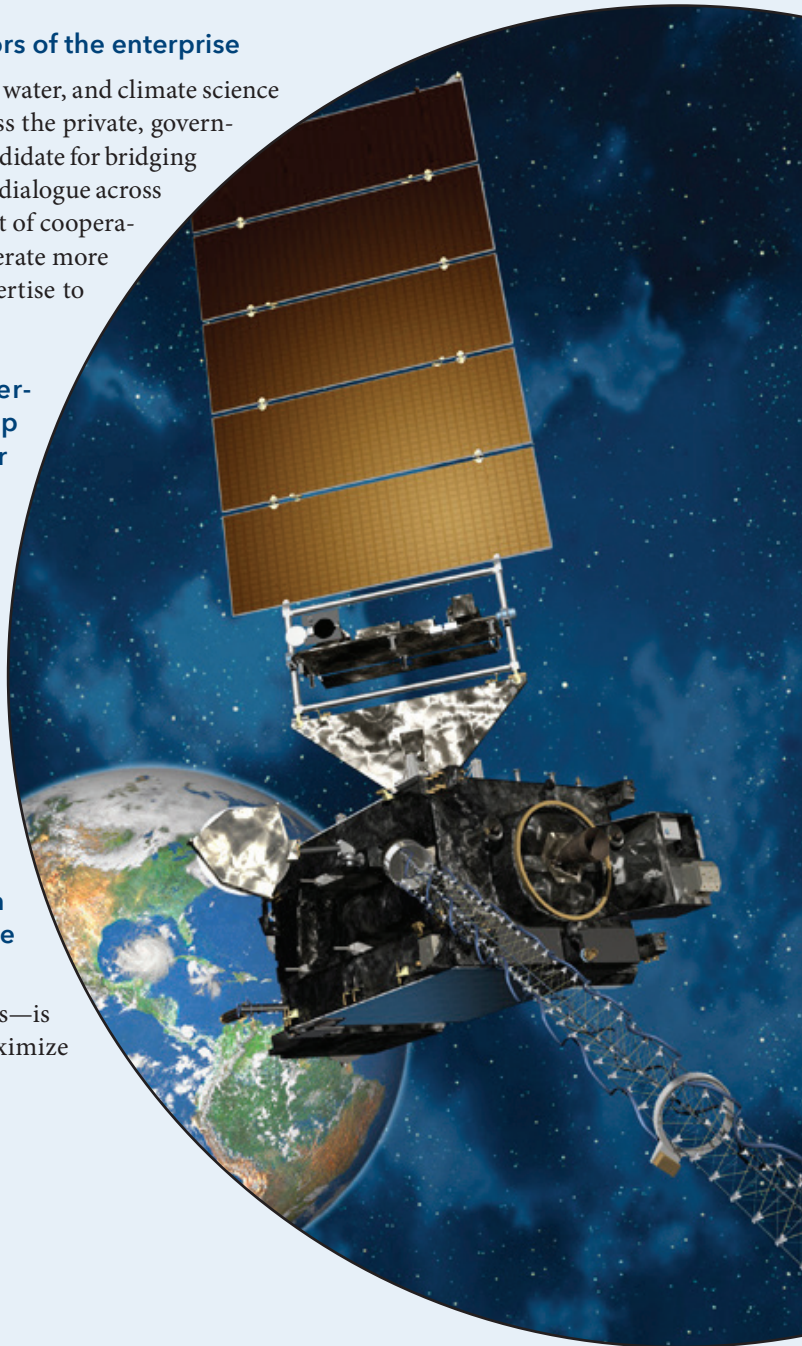
The U.S. constellation of activities related to weather, water, and climate science is the world's largest, with constant innovation across the private, government, and academic sectors. The AMS is a natural candidate for bridging diverse interests and goals and fostering constructive dialogue across these sectors. In doing so, the AMS will foster a spirit of cooperation that not only helps the enterprise as a whole operate more effectively, but also helps bring a wide range of expertise to bear on crucial issues affecting society as a whole.

### **To support collaborative national and international programs that benefit society, help protect lives, build economic value, and foster resilience**

The atmospheric and related sciences are increasingly international, multidisciplinary, and collaborative. The AMS must continue to draw on long-term strengths that make it a valuable partner in large-scale collaborative projects aimed at increasing the socioeconomic value of weather, water, and climate science. In turn, strengthening these collaborations can benefit AMS members (e.g., by enhancing communication with stakeholders and with related professional societies).

### **To maintain a commitment to the long-term health and fiscal integrity of the AMS and to the accessibility of its products and services**

This dual goal—which makes possible all of the others—is essential if the Society is to fulfill its mission and maximize its value to stakeholders over the long term.



---

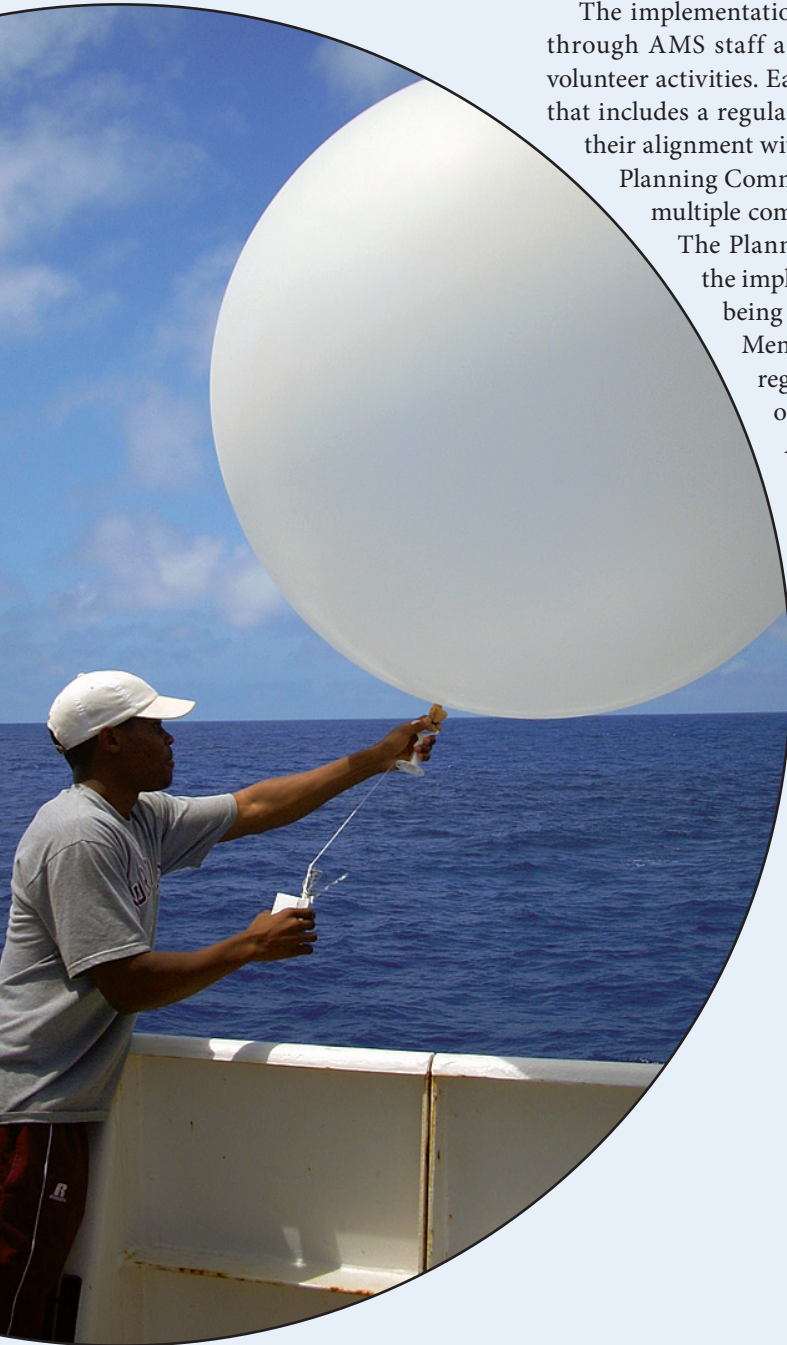
## IMPLEMENTING THE GOALS

The AMS strategic goals must be continuously evaluated to ensure that the Society's activities are aligned with them. Such evaluation will be conducted keeping in mind that these goals are designed to be durable guidelines rather than fixed targets.

The implementation process is carried out in a decentralized manner, through AMS staff and through the commissions that comprise AMS's volunteer activities. Each commission will produce an implementation plan that includes a regular periodic review of the activities in its purview and their alignment with the strategic goals, as will the AMS staff. The AMS Planning Commission will hold responsibility for activities that span multiple commissions and for overall coordination of the process.

The Planning Commission and the AMS Council will review the implementation plans to ensure that the strategic goals are being addressed throughout all components of the Society.

Members will be kept apprised of these reviews through regular reports. The strategic plan itself will be available online and will be brought to the attention of all new AMS volunteers and staff members, in keeping with its design as a "living document."



American Meteorological Society

45 Beacon Street

Boston, MA 02108-3693

[www.ametsoc.org](http://www.ametsoc.org)

617-227-2425