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