

American Society of Biomechanics Strategic Plan 2025 – 2030

Membership Engagement

Expand and enhance ASB members' engagement by initiating inclusive, year-round opportunities for involvement, recognition, mentorship, and professional growth across career stages and regions.

Strategies

1. Optimize Membership Categories and Growth Strategies

Evaluate existing membership categories and associated benefits to identify distribution and gaps, enabling the development of targeted strategies that expand and diversify ASB membership across all career stages, with a focus on underrepresented and strategic growth areas.

2. Empower Regional Leadership for Local Engagement

Establish and support regional leaders to foster communication and engagement, creating opportunities for local interaction, cross-stage mentorship, and sustain year-round connectivity beyond national events.

3. Strengthen Student Retention and Transition Pathways

Establish baseline retention metrics and launch a student retention initiative to include graduated membership dues structure based on years post-graduation and targeted programming to support the transition from student to full member.

4. Engage and Leverage the Leadership of ASB Fellows

Establish formal structures and opportunities for ASB Fellows to actively contribute their expertise and leadership in advancing the Society's mission.

5. Facilitate Organizational Partnerships

Strengthen industry and non-profit partnerships by identifying shared interests and offering incentives such as dedicated communication channels, professional development opportunities, student internship experiences, and collaborative promotion of biomechanics career pathways.

Communication and Outreach

Enhance communication with ASB members and external audiences by implementing a comprehensive strategy that promotes the Society's mission, celebrates the field of biomechanics, and fosters deeper engagement through personalized, impactful, and inclusive outreach.

Strategies

1. Develop a Comprehensive Communications Strategy

Create and implement a coordinated communications plan that defines goals, key messages, target audiences, and timelines by leveraging diverse communication

channels (i.e., LinkedIn, YouTube) and enhancing the ASB website to effectively engage both members and external stakeholders.

2. Engage in National and Policy-Level Initiatives

Actively participate in national events in collaboration with other scientific organizations, such as National Biomechanics Day and science policy advocacy efforts to influence public policy on issues that impact scientific progress and members of the broader biomechanics community.

3. Educate and Inform Professional Communities

Develop targeted outreach materials for faculty and students that highlight the benefits of ASB membership, the Society's role in the field, and opportunities for involvement.

4. Highlight and Recognize the Role of Biomechanics

Showcase the impact of biomechanics by publicizing its role in everyday life and major events (i.e., Olympics, Paralympics) through compelling stories, media, and public engagement that reinforce its value.

5. Celebrate Member and Field Achievements

Regularly spotlight member and Fellow accomplishments through a digital series and multimedia content that highlights biomechanics innovations and ASB's impact via newsletters, social media, and the website.

Research: Promotion, Dissemination, and Sharing

Advance the impact of ASB member research through innovative programming, expanded support for early-career investigators, recognition of educational scholarship, and strategic initiatives to promote collaboration and engagement.

Strategies

1. Expand Support for Early-Career Researchers

Increase the number and scope of research grant opportunities and evaluate meeting registration and membership costs for students, postdocs, and junior investigators.

2. Recognize the Scholarship of Teaching and Learning

Promote and support research that advances biomechanics education, including innovative teaching practices and curriculum development.

3. Support Student-Focused Research Engagements

Increase funding and logistical support for regional and annual ASB meetings, especially in underrepresented locations, and promote student-led initiatives to promote opportunities for collaborative research.

4. Foster Interdisciplinary and Collaborative Symposia

Partner with other societies and conferences to co-host symposia or scholarly activities that broaden the reach and impact of biomechanics research.

5. Advance Open Science and Reproducibility

Promote best practices in data sharing, model transparency, open access publishing,

and reproducibility through educational programming and dedicated sessions at the annual conference.

Ethical and Responsible Conduct

Promote a culture of integrity, accountability, and ethical leadership by establishing clear guidelines, proactive education, and transparent policies that support responsible research and professional conduct.

Strategies

1. Foster a Culture of Ethical Leadership and Integrity

Promote a society-wide culture that values ethical behavior, inclusivity, and accountability by recognizing ethical leadership and encouraging open dialogue on emerging ethical challenges.

2. Establish an Interdisciplinary Ethics and Responsible Conduct Advisory Group

Form a diverse team of national and international experts to guide ASB's efforts in research ethics, reporting standards, and responsible conduct, ensuring alignment with global best practices.

3. Develop and Promote Comprehensive Research and Professional Conduct Guidelines

Create and maintain robust code of research and professional conduct guidelines that address research integrity, publishing, professional behavior, and emerging challenges in biomechanics, incorporating standards from ISO, ASTM, and other authoritative bodies.

4. Educate and Train Members on Ethical and Responsible Research Practices

Deliver training resources, workshops, and awareness campaigns through an ethics resource hub to educate members on ASB's ethical policies, including digital ethics, data security, AI, and responsible research practices.

Education and Professional Development

Empower ASB members across all career stages through inclusive, high-impact educational programming, centralized career resources, and expanded leadership pathways

Strategies

1. Expand Career Development Across the Professional Spectrum

Leverage partnerships with affinity groups, non-profits, and affiliate societies to deliver inclusive career development opportunities integrated into existing events and programs that support members at every career stage to include learners.

2. Establish and Promote a Biomechanics Career Pathways Resource Library

Develop and promote a set of online resources that showcases diverse biomechanics career paths to inform, inspire, and guide members across the professional spectrum.

3. Broadly Promote Leadership and Service Opportunities

Encourage more members to contribute to ASB operations through committee work, task forces, and short-term leadership or advisory roles beyond board service.

4. Deliver and Promote Year-Round Educational and Professional Programming

Offer a consistent calendar of accessible and inclusive webinars, in-person programs, workshops, and virtual events focused on skill-building, leadership, and career transitions.

Operational Excellence

Increase ASB's organizational effectiveness and long-term sustainability by fostering a culture of philanthropy, ensuring financial transparency, enhancing data-driven decision-making, and strengthening structural and operational resilience.

Strategies

1. Strengthen Organizational Structure and Sustainability

Adopt sustainable principles and policies that promote operational efficiency, succession planning, and leadership development to ensure long-term organizational resilience.

2. Foster Culture of Philanthropy

Increase opportunities and visibility for ASB by engaging current and new audiences and creating a case for philanthropic support that advances the organization's mission.

3. Ensure Financial Stewardship and Transparency

Strengthen financial oversight through clear reporting practices and a strategic business plan that aligns member, donor, and sponsor investments with ASB's long-term goals.

4. Enhance Data and Information Management

Implement a centralized system to monitor key organizational metrics and maintain accurate, accessible documentation that supports informed decision-making and operational continuity.

APPENDIX

ASB Strategic Plan: Index of Possible Measures of Success Suggested During the Development of the Strategic Plan

Membership Engagement

- Participation in non-conference events
- Email open and engagement rates
- Committee volunteer sign-up rates
- Diverse representation across committees
- Attendance at regional meetings
- Number of mentors and mentees in mentorship programs
- Percentage increase in meaningful mentorship connections (via surveys)
- Post-event polling for mentorship effectiveness
- ASB-hosted events at other professional conferences
- Engagement with online workshop recordings
- Number of award applicants
- New awards in service, teaching, post-docs, and affinity group contributions
- Increased volunteerism for committees and abstract reviewing
- Growth in regular members, especially from industry
- Transition rate from student to regular membership
- Increased mentor retention year-to-year
- Follow-up conversations post-conference
- Visibility and accessibility of participation opportunities online
- Student sub-committee involvement
- Undergraduate presentation distinctions (e.g., ribbons)
- Sponsored undergraduate memberships
- Career-stage specific memberships (e.g., industry, educator)

Communication and Outreach

- Clear communication request process for members and partners
- Centralized method for website updates and resource uploads
- ASB presence across major platforms used by members
- Regular posting schedule (biannual newsletter, monthly e-blasts, weekly socials)
- Growth in followers and engagement across platforms
- Increased member feedback
- Publicized location for member-only resources
- Feedback on member-only resources
- Defined list of external audiences
- Engagement and feedback from external audiences

Research: Promotion, Dissemination, and Sharing

- Session attendance rates
- Meeting satisfaction scores and session ratings
- Qualitative feedback from attendees
- Percentage of first-time attendees
- Year-over-year retention of attendees
- Social media mentions and engagement
- Number and percentage of student-led presentations
- Student abstract submission rates
- Geographic diversity in participation
- Student retention post-graduation
- Number and type of regional meetings
- Funding availability and distribution for regional meetings
- Repeat host rate for regional meetings
- Attendance at regional meetings
- New student member registrations
- Abstract submission indicators for student level
- Undergraduate presentation highlights (e.g., ribbons)
- 3MT categories for undergrad, masters, and PhD
- New presentation formats (e.g., debates, career synthesis)
- Regular oral and podium categories
- Webinars on data sharing and usage
- Number of programming events outside annual/regional meetings
- Postdoc grant applications and transition tracking
- Postdoc meeting attendance
- Data upload/download tracking
- Total funding allocated annually
- Average funding size
- Number of grant applications received
- Number of grantees featured at meetings or in communications
- ROI metrics (e.g., publications, follow-on funding)
- Jointly-sponsored symposia and attendance
- Joint social media engagement
- ASB-affiliated publications
- New formal partnerships
- Special journal issues and editorial feedback
- Citations and altmetrics
- Website metrics (downloads/views)
- Workshop/symposia attendance and satisfaction
- Press coverage (e.g., op-eds, news pickups)

Ethical and Responsible Conduct

- Policy engagement and resource download rates
- Policy adoption and resolution metrics
- User confidence in ethical resources
- Joint outputs and global engagement
- Session attendance and survey-based confidence
- 100% membership acknowledgment of code of conduct
- Annual reminders of code of conduct and reporting resources
- Collaboration with non-profit partners
- Workshops on emerging ethical topics
- Guidelines for AI use at ASB events
- Repository for shared ethical resources
- Inclusion of pedagogy and education content at meetings
- Published guidelines on research integrity, data management, human subjects, and conflict of interest
- Online resources for ethical conduct (e.g., PI toolkits)
- Programs recognizing ethical mentorship and conduct

Education and Professional Development

- Increased participation and institutional diversity
- Improved satisfaction ratings
- Number of opportunities shared and session engagement
- Awareness of non-academic career paths
- Sustained mentorships and participant feedback
- Mentee leadership involvement
- Growth in committee participation
- Engagement of new members
- New teaching resources and usage metrics
- Educator feedback
- Event participation and media reach
- Representation in coalitions and policy impact
- Development of consensus standards (e.g., gait protocols, marker sets)
- Potential lab accreditation process
- Promotion of teaching scholarship
- Public discourse on biomechanics
- Outreach via social media, e-blasts, and mailings
- Award application numbers and career impact tracking
- Website traffic for training opportunities
- Broader job postings on Biomech-L
- Social media impressions on relevant posts
- Inclusion of non-academic professionals

- Development of mid/senior career leadership programs

Operational Excellence

- Member engagement in operational goals
- Completion and implementation of a formal succession plan
- Annual review and update of organizational policies and procedures
- Retention rate of leadership and committee members
- Timely publication of financial reports and budget summaries
- Completion of annual audits with minimal findings
- Alignment of budget allocations with strategic priorities
- Implementation and usage of a centralized dashboard for key metrics
- Accuracy and completeness of member and event data (audited annually)
- Number of decisions informed by data analytics (tracked via reports or meeting minutes)
- Total donations received
- Year-over-year donation growth
- Percentage of members who donate
- Number of donation-related activities