

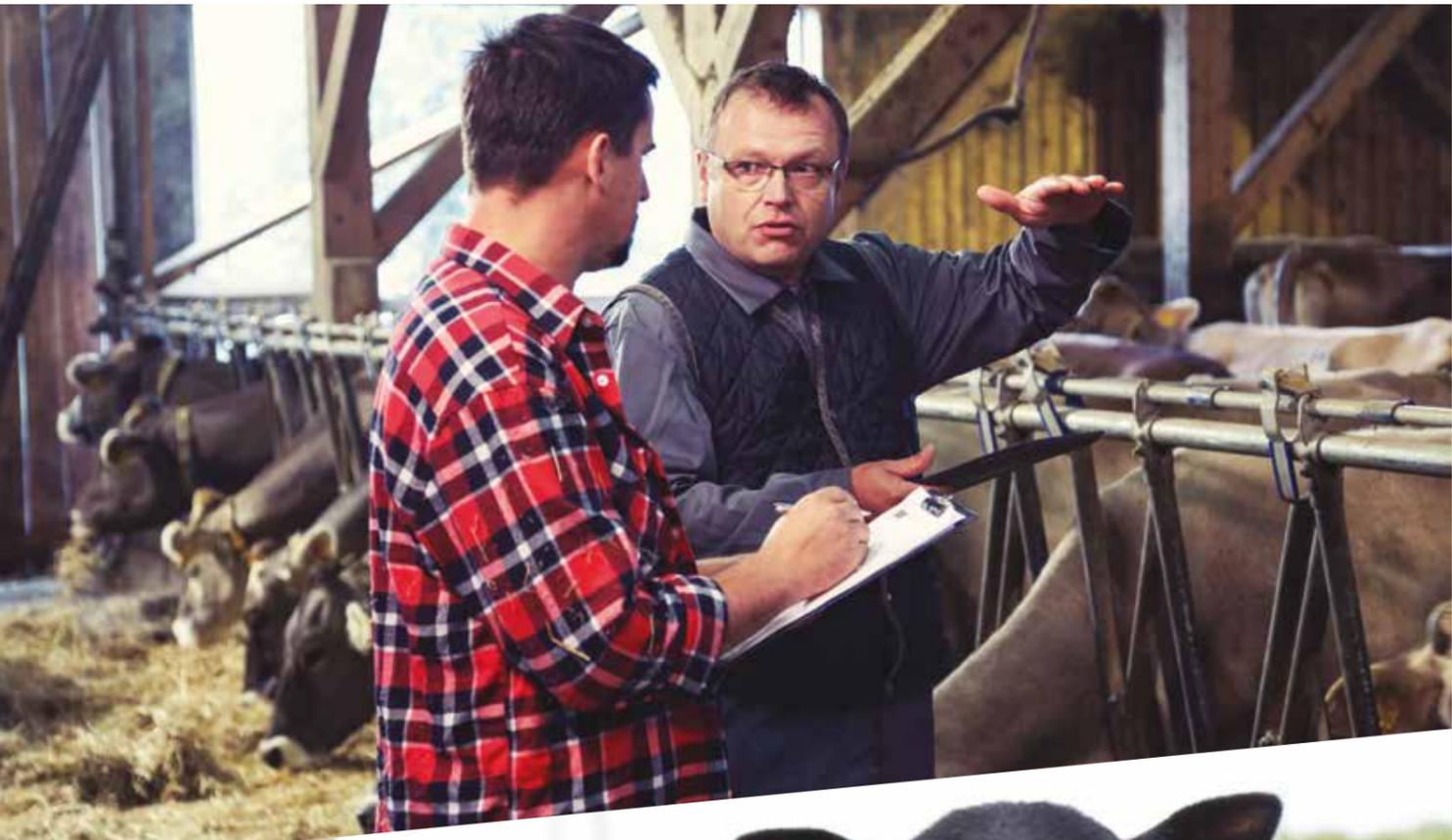


BSAS

Strategic Plan

2020-2025

The British Society of Animal Science is an engaged society that assists with knowledge transfer, provides opportunities to and supports those involved in animal science and its application.



BSAS aims to be an innovator and connector of people, research and information, working with members and partners to ensure connection and real outcomes from academia to application.

BSAS Values

We have developed a set of collective values to drive our behaviour and decision-making. These principles influence how we work together to achieve our goals.

- Integrity
- Accountability
- Diligence
- Equality
- Diversity

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Charitable Objectives



The organisation's purposes are the advancement of education and science which relates to the study of and practical application of all aspects of animal science (whether companion, zoo, livestock, equine or wild animals) for the benefit of those who work with animals and livestock, are involved in the care, health, welfare, environmental sustainability and utility of animals, are interested or involved in animal science through academia or industry and the wider general public by:

Being the champion of advances in animal science through:

- Promoting and encouraging research and experimental work into all aspects of animal science to advance and improve understanding and to investigate problems or any other matters of interest or concern;
- Encouraging the sharing of knowledge through the dissemination of such research findings;
- Encouraging the practical and beneficial application of such research results, such as putting new advances into practice;

- Collecting and publishing information about animal science and its application;
- Providing high quality academic and industry support together with a networking and mentoring platform for animal scientists;

Advancing responsible, safe, high welfare, environmentally and economically sustainable global animal production to:

- Address issues such as the role of animal science in helping to resolve the world's food crisis;
- Adopt a holistic approach to providing food security, nutrition and production for all;
- Unify approaches to improving animal health and welfare;
- Examine the relationship between humans, animals and the environments we share;
- Examine the impact of animal science on human health and well-being.

Membership Benefits

Access to:

- Our journal animal, animal science news, blogs and articles, animal bytes
- Accreditation and CPD
- Global industry expertise and academic links
- Authoritative speakers and comment
- Conferences, events and networking
- Training, workshops, member 'Tool-Box'
- Jobs, awards, grants and scholarships
- Complementary EAAP Membership

Member support via:

- Early-career mentor and buddy schemes
- Academia and industry working together to ensure current relevance and future benefit of animal science
- Individual member profile and business directory
- Connecting key sector influencer expertise
- Partnership working with affiliated and like-minded societies

About Us

The British Society of Animal Science (SCIO), established in 1944, has a rich heritage and a track record of supporting knowledge transfer and innovation within the animal science sector.

The society's vision is to be the innovator and connector of research and information, working with partners to ensure connection from academia to application.

Through a proactive approach, we aim to raise awareness and understanding of animal science and its value throughout the chain.

Our aim is to develop and grow our membership and accreditation scheme, delivering real value to members.

As we enter the next chapter in the society's history, we do so in the knowledge that we are operating in challenging times.

It is important therefore, that we maintain an interdisciplinary approach to address complex global challenges.

We must work together to influence future changes that generate high welfare, environmentally friendly and sustainable outcomes.



Starting our Journey

BSAS, having operated successfully for many years, has identified a clear need to transform the society if we are to have a sustainable future.

The Trustees are determined, following a significant change process, to proceed with a new sense of purpose to achieve our goals and be an influential and valued membership organisation.

To ensure, that as the society moves forward, we have clarity of purpose that will enable us to be relevant to and valued by our membership.

We must be a proactive and effective resource to our members and wider stakeholders in the animal science and related sectors.

Having reviewed our financial model, the society is re-orientating and will look at opportunities to generate more income and become more efficient in the delivery of our activities, ensuring future sustainability.

Essentially, we need to become more focused, selective and effective at what we do.

The following key objectives are the start of our journey...

Our Trustees..

Ensure delivery of the charitable aims and objectives of the Society, maintain a governance perspective and provide the strategic leadership needed to determine our future direction.

In undertaking this role, the Trustees must make sure that the organisation:

- operates within the objectives set out in our governing document
- utilises assets and resources for charitable purposes in line with the governing document
- acts in the interests of our members
- complies with charitable and company law
- adheres to the organisation's philosophy and values
- upholds the reputation of the organisation



Governance & Finance

Objective

Focused, valued, viable, professionally managed society with transparent, full accountability to its members and stakeholders. A society universally recognised, respected and esteemed with an engaged and high calibre membership reflecting both academic and industry sectors within animal science and related fields

Key Aims

- Delivering the society's charitable objectives, supporting the progression of animal science
- Develop and implement operational best practice to deliver value to members, partners and stakeholders
- Ensure effective financial management and monitoring resulting in a sustainable society

Outcomes

- Working to this five-year Strategic Plan's defined objectives, providing clear focus and direction
- A management, policy and procedure manual for best practice, governance, administration, committee management and operations
- Improved financial position leading to future security



Membership Accreditation & CPD

Objective

An engaging, authoritative and relevant society, with increasing academic and industry members, that provides tangible and valued benefits to its membership; maintaining a respected, highly regarded accreditation register with recognised on-going CPD

Key Aims

- To develop quantifiable and valued member benefits, communicating these to membership and to the wider animal science and related sectors resulting in better engagement, sustained existing membership and a growing number of new members
- To grow the accreditation register and on-going CPD, by defining benefits and growing value of BSAS accreditation, attracting those working in animal science, both academia and industry, and related sectors to join the scheme
- Generation of income through added value membership and accreditation activities to include workshops, training courses, webinars and video library

Outcomes

- A growing society with clear, valued member benefits, an engaged and committed membership that stays with the society throughout their career
- Growing, engaged and developing accreditation register with valued career long CPD
- Provision of services or products that meet member needs and provide a sustainable revenue stream to the society



Stakeholder & Awards

Objective

Innovative academic and industry collaboration with the transfer and incorporation of advances from research in animal science and experimental work into practice, a proactive society that is beneficial to both academia and industry members through all career stages

Key Aims

- Drive and facilitate academic and industry engagement, championing UK animal science and livestock production initiatives
- Promote academic and industry co-operation through the provision of sector information, career opportunities, placements and candidates
- Foster career development opportunities for graduates and post-graduates through awards and scholarship opportunities

Outcomes

- Academia and industry, students and supervisors consider, explore and elaborate on the scientific and commercial implications of their work and how that knowledge and information is best shared
- Interactive and positive relationship between academia and industry creating a go-to-resource and tool-box for both animal science and related sector recruiters and job/placement seekers
- Esteemed awards with rising number of applicants generating revenue from sponsorship (and/or donation) of award prizes



Objective

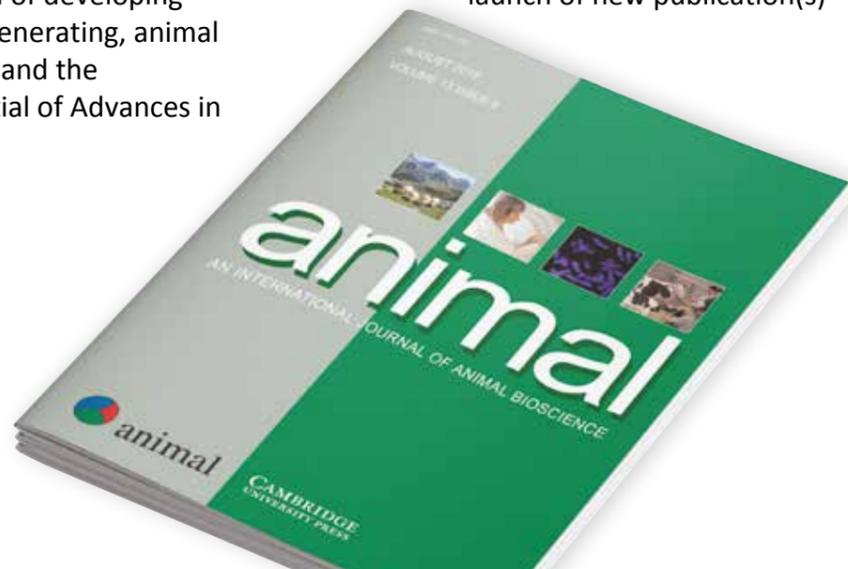
Our Journal, *animal*, with a growing impact factor, is essential reading for those in the animal science sector, providing an excellent author experience; a journal that is valued by both members and stakeholders. The potential to develop further publications has been investigated and if appropriate actioned

Key Aims

- Create and implement an engagement strategy that promotes animal, as is and through development changes to meet future vision, to authors, members and generally those involved and or interested in animal science
- Publish, monthly, a variety of blogs and articles related to animal that are pertinent, informative and interesting
- Look at the potential of developing additional, income generating, animal science publications and the development potential of Advances in Animal Biosciences

Outcomes

- Successful publication, meeting market needs with increasing and sustainable income
- Raised awareness of and growing interaction with animal leading to increased author submission
- Dependent on review, development of Advances in Animal Biosciences; successful launch of new publication(s)



Objective

To play a key role in shaping the future activities of the society, with BSAS to be the recognised breeding ground of the next generation of animal scientists and technicians building the Society's presence, authority and credibility

Key Aims

- To attract and offer benefits and support to undergraduates, postgraduates and those in the early stages of their career through initiatives such as awards, accreditation, training, events, jobs and career information
- Deliver positive interaction between academia, industry and those seeking a career in animal science or related sectors
- Active and respected participant in shaping the future of BSAS and its activities through the submission of an annual activity development proposal and pro-active involvement in BSAS Trustee meetings

Outcomes

- To create a vibrant early careers community which attracts a steady flow of graduate and post graduate talent who then go on to full life-time membership of BSAS
- Valued working relationship with BSAS Stakeholder group leading to key interactions between recruiters and job seekers; academia and industry
- BSAS is a progressive society that continues to develop, anticipate and meet changing needs of membership and the animal science environment



Objective

Involved global multi-disciplinary membership and territory collaboration across the broad spectrum of animal science; leading knowledge transfer and shared best practise to make BSAS the go-to organisation on animal science. Territory leads, from within BSAS membership, represent every corner of the globe, feeding into global expertise through sharing of knowledge and best practise

Key Aims

- Develop global territory opportunities to inform and share animal science research and application best practice
- Create a global network of affiliated, like-minded societies in, or associated with, the animal science sector to share benefits and become project partners
- Build the global reputation of BSAS online platforms as the recognised source of scientific papers, opinion pieces and news

Outcomes

- BSAS resources reflect the particularities of each territory, and provide knowledge and best practise to overcome their specific challenges
- Partnership projects and agreements with other societies resulting in increased global membership and revenue
- Global awareness of BSAS, its activities with successful animal science knowledge sharing via two-way communication channels



Objective

Acknowledged organiser of high-quality events, workshops and CPD opportunities exchanging state-of-the-art knowledge in animal science and related disciplines, where BSAS events are considered essential attendance for the promotion and dissemination of leading-edge research and its application

Key Aims

- Develop and sustainably grow the BSAS annual conference to increase sponsorship, partner opportunities, delegate numbers and audience diversity
- Host a series of workshops and deliver other knowledge transfer initiatives to meet the continuing professional development requirements of our membership, general animal science and related sector audiences
- Partner compatible UK and international organisations to create joint events and initiatives that promote animal science and knowledge transfer



Outcomes

- BSAS annual conference is a must attend, well organised, animal science conference that identifies and addresses, through high-quality speakers and programme, future trends, opportunities and challenges, providing key sponsor, added value and networking opportunities
- A range of easy access informative events and knowledge transfer opportunities providing on-going revenue for the society
- Cost effective joint events that reach a wider audience based on multi-disciplinary links

Objective

An authoritative, influencing society with a clear scope of activities that regularly engages with its members and wider stakeholders within the animal science and related sectors, that has a clear proposition and identity that provides a compelling message to engage members, stakeholders and the wider animal science audience. Where BSAS is established as the definitive source of information and news relating to the animal science sector

Key Aims

- Development of a robust communication plan that engages a wide animal science audience including academia, industry, sector influencers and policy makers
- Broaden the reach of the society at home and globally by partnering and collaborating with related organisations and events to share digital platforms, information and research
- Be a leading society, valued as a key influencer and opinionator that shares knowledge and experience, challenging mis-conceptions, creating channels of communication that draw out desired and valued content

Outcomes

- BSAS is the recognised resource for opinions, materials, data and information relating to animal science
- A broad network of influencers, contra deals and cross promotion to the benefit of each partner and the transfer of animal science knowledge
- BSAS being recognised as a society not only willing to engage with media but challenge mis and pre-conceptions related to animal science and production



The British Society of Animal Science performs a valuable and valued role in the promotion and understanding of animal science and its global benefits.

As we move forward in the delivery of this strategic plan we understand there are many issues and challenges to face.

We acknowledge that for the next five years we must be flexible, regularly reviewing and measuring what we have set out to do and be willing to revisit those objectives to meet emerging and changing requirements.

We move forward with a reinvigorated sense of purpose and look to an augmented presence and positive future.



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