

## Ignite the Profession...

*The Nexus for All Things Sensory*

Strategy	Outcomes	Tactics	Goals	Current Activities	
				(Committees indicated in superscript, see footnote)	
				Future Activities	
Advance the Science	Forums to share and debate foundational and applied sensory and consumer research	Conferences	Keep members updated on current research	2016 Conference <sup>Cf, P</sup>	
		Wiki	Disseminate accurate information on sensory science	Regional Meetings (2/year) <sup>R, P</sup>	
		Methods Research	Support research on new sensory/ consumer methods and analysis	SSP - Sensometrics Joint Workshop <sup>Cf, G</sup>	
Develop the Professional	On-going opportunities for skill and career development for members	Professionalism in Industry	Promote professional standards and excellence	Future: Wiki update	
		Education	Visible support for sensory education	Future: will plan if / when funding available	
			Viable and sustainable training of future sensory professionals	Benchmarking Survey to understand status of sensory departments within industry <sup>SP</sup>	
		Career Development	Opportunities for members to develop and expand their careers	Certification? (ASTM-link) <sup>A</sup>	
Foster Community	A global network of connected sensory professionals	Volunteerism	Demonstrated opportunities for member volunteers	Endowments, Scholarships, Funding <sup>E</sup>	
		Access	Ready access to other members	Recognition Board for students <sup>E</sup>	
			Online materials are current and relevant	Ongoing discussion of needs (incl. at Conference) <sup>P</sup>	
		Networking	Forum for current SSP news & information	Connectors Program for one-on-one mentoring, technical sharing, small discussion groups <sup>SP</sup>	
				Call for volunteers (email, website) <sup>E</sup>	
			Increase Diversity	Increase in global membership	Member Survey <sup>P &amp; SP</sup>
				Balanced representation of food/non-food, academic/industry, and experience level	Vendor Directory <sup>C</sup>
		Government Relations	SSP as recognized contact for governmental bodies needing sensory expertise	Website Management <sup>C</sup>	
			Ensure accurate representation of the field	Greater utilization of LinkedIn site <sup>C</sup>	
		Influence Externally	Recognized authority on sensory-related issues by agencies/ institutions	Government Relations Committee <sup>E</sup>	
Identify and recruit key speakers & workshops <sup>P</sup>					

### Guiding Principles

Ongoing communication & transparency

Inclusiveness (across industries/academia, borders and experience level)

Balanced focus between the science and the scientist