

Strategic Plan, 2026 – 2028



VISION

Global alignment for trusted analytical solutions.

MISSION

Advance food safety and product integrity through standards, validated test methods, and laboratory quality programs.

Strategic Priorities	Expand AOAC’s Reach and Influence	Accelerate Business and Digital Transformation	Educate and Inspire Our Community
Strategic Objectives	• Increase the value and reach of membership with a robust, adaptive structure that meets evolving needs. • Enhance visibility and engagement in AOAC’s markets globally. • Promote AOAC’s unique capabilities and impact to foster trust, grow community, and deepen engagement.	• Identify, nurture, and scale high-performing revenue streams. • Modernize methods and standards development and delivery to enhance efficiency, value, access, and engagement.	• Invest in a new portfolio of education, training, and credentialing programs for professionals across the career spectrum. • Encourage analytical chemists and microbiologists to choose, stay, and grow in the profession.
Strategic Outcomes	▪ Growth in recruitment and retention of individual and organizational members and customers. ▪ Improved relationships and revenue through region-specific engagements. ▪ Increased customer and stakeholder awareness of AOAC’s value and engagement through transactions, collaborations, and partnerships.	▪ Year over year growth in core revenue streams. ▪ Balanced budget, moving toward net positive margins year over year. ▪ System and process upgrades completed, resulting in speed-to-market of products and services, as well as increased sales and customer satisfaction.	▪ Development and launch of new education and credentialing programs, with early indicators of market success. ▪ Increased social media engagement and participation in career promotion and other public-facing initiatives.