Position the association on a sustainable pathway that offers a value proposition to current and incoming members of AAEA across teaching, research, and extension.

Navigate AAEA and its member’s roles in transdisciplinary projects that are endeavoring to solve important social problems across the globe. Members of AAEA are well suited to contribute in this environment as the society itself has over 100 years of history and experience in private and social measurement.

Improve how the association and its members communicate externally to achieve more impactful outcomes.

Increase diversity in AAEA membership and its portfolio of outcomes.

**What actions would you initiate to address the challenges and opportunities described in your response to the previous question?**

Revisit the association’s strategic plan as appropriate, solicit feedback from AAEA membership through multiple mechanisms, and then move forward building upon the foundations of AAEA across teaching, research, and extension.

Innovate and expand professional advancement efforts by AAEA to help members better develop large project proposals, staff and manage projects, and ultimately provide successful outcomes and outreach of projects. Enhance strategies positioning AAEA and its members as leaders on key policy issues.

Continue to refine current platforms and networks for communication. Look outside of the economics profession at top peer reviewed journals and understand their recipes of success, which strive to maintain rigor and relevancy while creating the most impactful communication. For example, I can envision a workshop on communication of research with top scientists or writers from Nature or Science, especially with young professionals.

Engage more underrepresented groups – especially in rural areas - in research, teaching, and extension activities.

**At the end of your three-year term, what changes/new initiatives would you have helped create?**

By the end of my term, I would like to see several outcomes. More generally, that AAEA meets targets in its strategic plan, or readjusts those targets to more realistic or relevant goals, and that members realize added value from its activities. This is not a new initiative, but it continues to do due diligence for members.

More specifically, that more AAEA members are engaged and leading more translational social problems. Similar to others, I would like to see that AAEA and its members receive more recognition among the broader economic and scientific communities.

I think it’s important not only adjust the supply side of AAEA publications, but also that we have changed how to best organize and communicate key findings that is more palatable to wider audiences. That we retain research rigor and relevancy, but have more impactful outcomes.

Finally that we have forged relationships with more underrepresented groups.