



Southeast Regional Chapter of the American College of Sports Medicine (SEACSM)

Strategic Plan for 2025-2030

Mission

Educate and empower students and professionals to advance the science and practice of health and human performance within the Southeast Region of the United States (AL, FL, GA, KY, LA, MS, NC, PR, SC, TN, VA).

Vision

Extend and enrich lives in the Southeast region through the power of science, education, and movement.

Values

Integrity: SEACSM is guided by strong ethical principles, founded in honesty, trust, and evidence-based practices, which are objective, balanced, and responsible.

Collaboration: SEACSM fosters distinct perspectives, encourages participation, shares knowledge and resources, and supports members and community partners to achieve better outcomes and greater impact.

Transparency: SEACSM openly shares information, ideas and expectations, and creates an environment for open and honest communication.

Accessibility and Belonging: SEACSM strives for equal opportunity and access across our Southeast community

Goals and Strategies

Goal 1: Provide a compelling member experience.

- a. Provide policies and practices to support equal opportunity and belonging to SEACSM.
- b. Deliver and promote scientific and evidence-based research at the Annual Meeting and other events hosted by the chapter.
- c. Provide opportunities for education, networking, mentoring, and social interactions at the Annual Meeting and throughout the year.
- d. Promote chapter business to the membership through the website, newsletter, and other platforms.
- e. Integrate information, activities, programs and events of national ACSM to benefit the chapter and its members.
- f. Provide opportunities and mentorship to help members achieve Fellow status in ACSM.

Goal 2: Utilize modern and efficient technology and infrastructure.

- a. Collect and analyze data to facilitate decision making.
- b. Provide a web-based evaluation process for strategic goals.
- c. Leverage technology to enhance communication with membership.
- d. Provide adequate positions on the Executive Board to manage digital infrastructure.

Goal 3: Review and update governance documents.

- a. Annually evaluate Executive Board roles and responsibilities.
- b. Annually review the Constitution and Bylaws.
- c. Develop a process for orderly transitions of positions on the Executive Board.

Goal 4: Maintain a fiscally responsible/sustainable organization.

- a. Maintain membership and attendance at the Annual Meeting.
- b. Utilize financial planning tools to manage and invest funds for the benefit of the chapter.
- c. Increase mechanisms for student support and grants related to research and scholarship.
- d. Annual review of the budget and financial statements by the Executive Board.
- e. Maintain and develop relationships with exhibitors and sponsors.

Goal 5: Provide a variety of opportunities to promote excellence in science and evidence-based practice.

- a. Increase opportunities for the integration of exercise science into clinical, allied health, health and fitness, and sports medicine disciplines.
- b. Highlight academic programs and research endeavors of SEACSM institutions.
- c. Promote best practices utilized in teaching and research among SEACSM members.