



———— SOCIETY FOR ————
AFFECTIVE SCIENCE

Strategic Plan

2024-2034



Executive Summary

Who We Are

Scientists who study emotions and related phenomena—such as moods, stress, attitudes, and motivation—and their impact on human behavior and society.

We explore these experiences in diverse contexts, including relationships, decision-making, communication, health, and artificial intelligence, while examining their interaction with culture, language, and development.

Our work addresses critical societal challenges by advancing health and well-being, shaping policy, fostering cooperation, promoting social justice, enhancing education, and driving innovations in technology and medicine.

New Strategic Plan

The Board of Directors of the Society for Affective Science (SAS) is excited to present our 2024–2034 strategic plan. This plan serves as a collaborative framework to guide the society's growth, innovation and leadership in the field over the next 10 years.

With a focus on strengthening our governance, expanding membership benefits, and fostering a culture of innovation, this plan is designed to support SAS in sustaining a vibrant and forward-thinking society for years to come.

Executive Summary

The History

Since its founding in 2012, SAS has experienced tremendous growth, establishing itself as a pioneering force in an active multidisciplinary field of study.

To sustain this momentum and chart a course for the next phase of the society's development, the SAS Board of Directors convened an **inaugural strategic planning meeting¹** in New Orleans, USA, on February 29th and March 1st, 2024.

Meeting attendees included a team of SAS Board members, long-time SAS contributors, and experienced leaders from other societies. The meeting marked the beginning of a collaborative process to define our future strategy.

Together, this team identified the society's key priorities and initiatives, refined the society's mission, vision, and values, and set strategic objectives for the next 10 years (2024–2034). A Board-appointed **strategic planning task force²** then crafted a concrete plan that reflects the society's commitment to innovation, inclusivity, and excellence.

¹Members of the February 2024 Strategic Planning meeting included: Maya Tamir (Past President), Maital Neta (President), Kristen Lindquist (President-Elect), Rachael Jack (incoming President-Elect) Amitai Shenhav (incoming Treasurer), Barbara Fredrickson (former President), Stephanie Carpenter (Chair of the Membership and Outreach committee and former Program Co-Chair), Lani Shiota (Chair of the DEI committee and Editor-in-Chief at *Affective Science*), Erik Nook (Program Co-Chair), Heather Urry (former Program Chair), Maria Gendron (former Program Chair), Derek Isaacowitz (member of the DEI committee), Sara Levens (former member of Membership and Outreach), and Abigail Marsh (former President of the Social Affective Neuroscience Society).

²Members of the September 2024 Strategic Planning task force included: Rachael Jack (President-Elect), Kristen Lindquist (President), Maital Neta (Past President), Erik Nook, Stephanie Carpenter, and Ethan Kross.

Mission, Vision, & Core Values

New Mission Statement

Advance, innovate, and disseminate affective science, serving as the natural home for those engaged in affective science, in both basic and translational areas of the field.

New Vision Statement

An enlightened world where humanity fully understands the origins, functions, and impact of emotions on all aspects of human life. Guided by strong leadership and a spirit of innovation, we strive to advance affective science, nurture the next generation of scholars, and share our discoveries to improve lives and create a better future for all.

Core Values



Diversity

Engaging members from all walks of life, disciplines, and career stages to foster collaborations and scholarly discourse that advances the field



Support

Providing all members with opportunities for career-long professional development



Sharing

Facilitating open access to resources of all kinds



Innovation

Leading a culture of evidence-based innovation that advances the field and supports its members

Strategic Priorities

In service of our mission, vision and core values, the strategic plan identifies **three immediate** priorities and **two longer-term** priorities:

4-year horizon (2024–2028)

- 1. Governance:** Establish a responsible, effective, and transparent leadership aligned with our vision, mission, and values
- 2. Innovation:** Embed a culture of grounded innovation in all SAS activities
- 3. Membership:** Support all members across their career-span; become the leading society for affective scientists

10-year horizon (2028–2034)

- 4. External relations:** Establish SAS as a trusted, world-leading expert in affective science
- 5. Financial sustainability:** Uphold effective stewardship of society finances and resources

Strategic Priorities: 2024–2028

Goal #1: Governance

Establish a responsible, effective, and transparent leadership aligned with our vision, mission, and values

Objective 1: Create a framework of effective governance

Strategies

- Establish an effective governance structure that serves our strategic priorities
- Create plain-language documents (i.e., Bylaws, Policies & Procedures, Terms of Reference)
- Communicate framework to SAS members
- Obtain feedback from SAS membership

Objective 2: Build a sustainable and representative leadership

Strategies

- Revise composition of decision-making bodies (i.e., Board) to foster diversity
- Redefine, clarify, and clearly communicate voting procedures
- Retain institutional memory by structuring leadership roles (e.g., pathway from committee volunteer to Chair-Elect, Chair, and Past-Chair)
- Encourage engagement from SAS membership

Objective 3: Enable effective stewardship of resources

Strategies

- Re-evaluate SAS resource expenditure to optimise value-for-money
- Identify new opportunities for responsibly increasing revenue
- Embed culture of assisting affective scientists in need, e.g., via dedicated hardship funds for conference attendance

Goal #2: Innovation

Embed a culture of grounded innovation in all SAS activities

Objective 1: Optimize governance, conference programming, and membership benefits

Strategies

- Identify a dedicated Innovation Champion on the Board and each sub-committee
- Highlight innovation as a priority on all committees; include a definition of innovation on all documents
- Cultivate engagement by soliciting innovative ideas for initiatives from SAS membership
- Implement and evaluate selected initiatives
- Provide sandboxes to safely test new initiatives at all levels and arenas of SAS activity

Strategic Priorities: 2024–2028

Goal #3: Membership

Support all members across their career-span; become the leading society for affective scientists

Objective 1: Understand and support member needs

Strategies

- Monitor member needs and (dis)satisfaction annually; adjust services in response to feedback
- Analyze current membership model; propose new tiers and pricing options
- Explore group (e.g., lab-wide or university-wide) membership options

Objective 2: Become leading choice of society for career-long professional development

Strategies

- Provide open access platform for resources, e.g., course materials, recorded workshops
- Create opportunities for collaboration and dialogue, e.g., Innovation Forums at annual conferences
- Facilitate networking opportunities with external stakeholders and funding agencies
- Enable mentoring and support of trainees and early career researchers

Objective 3: Engage SAS membership with society matters and governance

Strategies

- Implement Annual Member Meetings at the society's annual conference
- Establish open calls to membership for committee and/or task force participation

Strategic Priorities: 2028–2034

In further service of our immediate strategic priorities, we identify two longer-term priorities focused on establishing SAS' relationship to external organizations and solidifying our financial future.

Goal #4: External Relations

Establish SAS as a trusted, world-leading expert in affective science

Objective 1: Develop and distribute position statements to governmental organizations, policymakers, and other stakeholders

Objective 2: Identify and connect with external partners, including adjacent societies to expand SAS' capacity and influence

Objective 3: Create a strategy for branding and social media relations

Goal #5: Financial Sustainability

Uphold effective stewardship of finances and resources

Objective 1: Increase revenue streams via donorship, products, and services

Objective 2: Invest and consume funds responsibly

Get Involved

We hope that you will be as excited as we are about this strategic plan and look forward to working together to achieve these goals. As always, we welcome your thoughts, suggestions, and contributions as we embark on this journey. Please reach out to us at sas@podiumconferences.com. Your feedback is invaluable as we continue to evolve and grow as a society.