



Strategic Plan

January 2009

LSA Long-Range Strategic Plan

Mission: To advance the scientific study of language.

Vision: The LSA aspires to a world in which the essential nature of language and its central role in human life is well understood.

Goals:

1. To promote the scientific study of language via the publication, presentation, and discussion of linguistic scholarship
2. To foster interaction and communication among scholars interested in the scientific study of language
3. To support scholars interested in the scientific study of language in the pursuit of their professional goals
4. To educate and inform the public and the broader scientific community about the scientific study of language

Values:

1. The LSA values worldwide linguistic diversity and supports the preservation and revitalization of endangered languages.
2. The LSA values ethical conduct in the pursuit of linguistic scholarship.
3. The LSA values diversity, both in terms of the linguistics profession, and also in terms of the various sub-specialties and research disciplines that contribute to the vibrancy of linguistic scholarship.
4. The LSA values democratic governance and decision-making by, and on behalf of, its members.
5. The LSA values the use of modern technology and communications systems to serve the needs of the linguistics community and the broader public.
6. The LSA values mentoring, teaching, and education to support the professional development of scholars of linguistics.

Strategic Objectives

Goal I: To promote the scientific study of language via the publication, presentation, and discussion of linguistic scholarship

- A. To publish and disseminate the journal *Language* four times per year
 - i. To publish timely content of high quality and broad relevance to the entire discipline via a fair and efficient review process
 - ii. To develop and maintain a balance between *Language* as the flagship journal of the field and *eLanguage* as an outlet for more specialized publications
 - iii. To engage and retain well-regarded editorial staff and editorial board members
 - iv. To generate net revenue for the LSA through paid subscriptions, ads, and royalties

- B. To publish and disseminate the co-journals of *eLanguage* via the Internet
 - i. To enhance and maintain the intellectual integrity of co-journals published under the *eLanguage* umbrella
 - ii. To encourage a broad range of co-journals and associated content that is broadly inclusive of the entire linguistics community
 - iii. To engage and retain well-regarded editorial staff and editorial board members in the management and administration of *eLanguage*
 - iv. To promote and sustain *eLanguage* as a resource for the linguistics community that is provided by the LSA
 - v. To generate net revenue for the LSA through paid ads

- C. To present linguistic scholarship and research at the LSA Annual Meeting
 - i. To attract high-quality abstract submissions and invite plenary speakers who will be of broad and timely interest
 - ii. To ensure that the content is inclusive of the entire discipline while showcasing cutting-edge research and highlighting selected sub-specialties
 - iii. To generate net revenue for the LSA through registration/exhibitor fees, ads, sponsorships, and other promotional opportunities

- D. To present linguistic scholarship at the LSA Linguistic Institute
 - i. To offer high-quality courses and workshops
 - ii. To ensure that the content is broadly relevant to the entire discipline
 - iii. To offer a venue for joint meetings and workshops with related organizations and disciplines
 - iv. To cover the LSA's costs through registration/exhibitor fees, ads, commercial and academic sponsorships, and other promotional opportunities

- E. To encourage students to participate in linguistic scholarship
 - i. To offer high-quality workshops that are specifically targeted to students
 - ii. To provide dedicated opportunities for students to present research

- F. To pursue new opportunities and venues for dissemination of scholarship
 - i. To form partnerships with other scholarly organizations, government, and academia
 - ii. To utilize emerging technologies as appropriate

Goal II: To foster interaction and communication among scholars interested in the scientific study of language

- A. To provide professional networking opportunities via:
 - i. LSA meetings and Institutes
 - ii. LSA website
 - a. Member directory
 - b. Career center
 - iii. Other electronic communications
 - iv. LSA committee activities
 - v. Partnerships with colleague organizations
- B. To foster communication within and between groups of members with shared interests via:
 - i. Formation of special interest groups
 - ii. LSA meetings
 - iii. *eLanguage* co-journals
 - iv. The LSA website
 - v. Other forms of electronic communication

Goal III: To support scholars interested in the scientific study of language in the pursuit of their professional goals

- A. To offer professional development programming and resources via:
 - i. LSA meetings and Institutes
 - ii. LSA website
 - iii. LSA committee projects
 - iv. Partnerships with colleague organizations
- B. To advocate on behalf of the linguistics profession through public policy initiatives that:
 - i. Ensure adequate funding for linguistic research from government and private sources
 - ii. Ensure sound educational policies that promote the effective study of languages and linguistics
 - iii. Assist in the defense of threatened programs and departments, and in the development of new programs and departments
 - iv. Include partnerships, coalitions and alliances with colleague organizations
 - v. Advocate for continued funding for the documentation and maintenance of endangered languages

- C. To foster and promote mentoring and support for students and early-career linguists via:
 - i. Special functions at LSA meetings and Institutes
 - ii. The LSA website and other electronic resources
 - a. Women In Linguistics Mentoring Alliance (WILMA)
 - b. Linguistic Academic Depository (collection of teaching materials for linguists)
 - iii. Outreach to students and prospective students through partnerships with academic programs/departments
 - iv. Activities that attract charitable contributions and grants for these purposes

- D. To assist linguists in addressing financial and professional challenges associated with (LSA) participation
 - i. Provide fellowships, child care assistance, travel awards to those in need for attending meetings and Institutes
 - ii. Provide journal access to scholars from developing countries
 - iii. Maintain and promote the online Book Exchange
 - iv. Provide ASL interpretation at LSA Meetings and Institutes
 - v. Attract charitable contributions for these purposes

- E. To provide valuable benefits for LSA members and prospective members
 - i. To maintain and enhance the quality and relevance of existing benefits
 - ii. To pursue new opportunities and services based on changing needs
 - iii. To generate net revenue to the LSA through membership dues

- F. To honor and recognize the achievement of individual linguists and the linguistics profession
 - i. To establish and administer awards and honors that recognize distinguished accomplishments and service to the profession
 - ii. To attract charitable contributions for these purposes

Goal IV: To educate and inform the public and the broader scientific community about the scientific study of language

- A. To provide information to the news media by means such as:
 - i. A training program for journalists
 - ii. A web-based “experts” list
 - iii. Proactive outreach promoting new findings
 - iv. Invite media to meetings, send periodic news releases, etc.
 - v. Create online “Press Room”

- B. To provide information to prospective students by means such as:
 - i. A special section of the LSA website

- ii. Cadre of LSA volunteer “counselors”
 - iii. Outreach to academic career counseling organizations
- C. To disseminate information through channels beyond the LSA website including:
- i. Libraries, schools, conferences, public officials
 - ii. Printed materials (FAQs)
 - iii. Wikipedia and other web outlets
 - iv. Collaborations with primary and secondary education communities, working to enhance the teaching of languages and linguistics
 - v. Collaborations with other groups such as
 - a. The Virtual Museum of Language and Linguistics
 - b. The Computational Linguistics Olympiad