

## Vision

We envision a society that values the power and beauty of mathematics and fully realizes its potential to promote human flourishing.

## Mission

The mission of the Mathematical Association of America is to advance the understanding of mathematics and its impact on our world

## Core Values In Action

### Community

- Cultivate participation in mathematics through outreach and partnership.
- Strengthen the community through collaborative activities for mathematics professionals, students, and enthusiasts at all levels

### Inclusivity

- Advocate for inclusivity and celebrate diversity by promoting mathematics for all.
- Broaden access to mathematics through initiatives designed to engage diverse audiences.

### Communication

- Advance creative discoveries in mathematics and communicate those to the broader public.
- Communicate the role of mathematics in a rapidly-changing society.

### Teaching & Learning

- Foster the open exchange of ideas about the teaching and learning of mathematics.
- Develop and promote research-based instructional resources and practices.

## Priority A: Community

Goal: Create innovative strategies to build and sustain an inclusive and welcoming community.

- Broadly communicate what the MAA community is and means.
- Create an outreach plan that captures the essence of the existing sense of community while expanding it to engage expanded, diverse audiences, and enhance belonging.

## Priority B: Leadership & Talent Development

Goal: Evaluate existing programming and create innovative new programming and pathways to develop new leaders and encourage professional development among staff and members.

- Members: Develop a member-driven leadership pipeline to move volunteers toward board membership.
- Staff: Understand the landscape, challenges, and strengths of the MAA's community of members.

## Priority C: Membership

Goal: Grow an engaged membership strategically and in a way that honors the values of the Association.

- Identify target membership populations and what membership means to each.

## Priority D: Resource Allocation & Revenue Streams

Goal: Develop a sustainable portfolio of programs that align with our stated values.

- Regularly measure and evaluate the organization's resources and programs in light of available resources