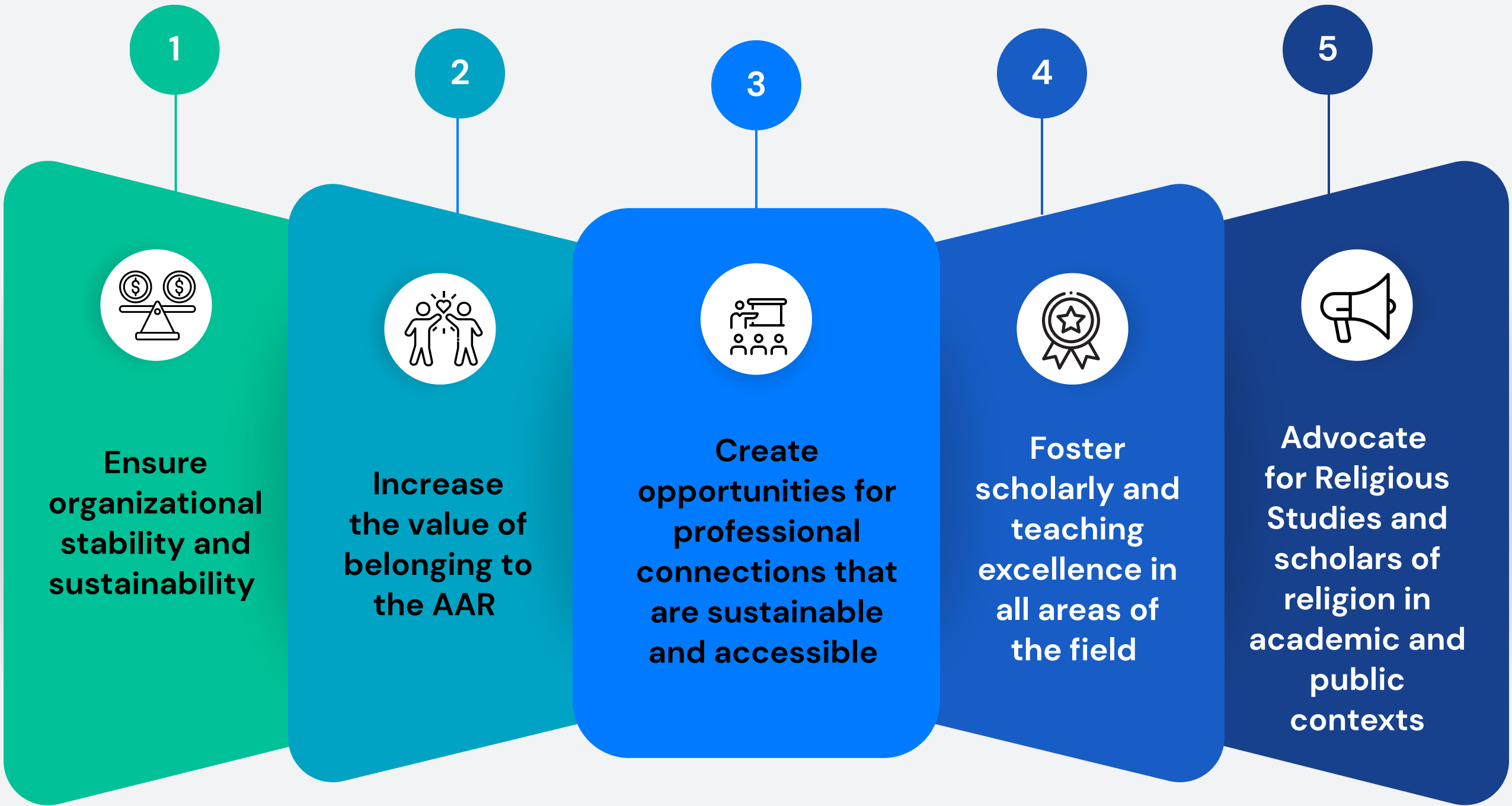
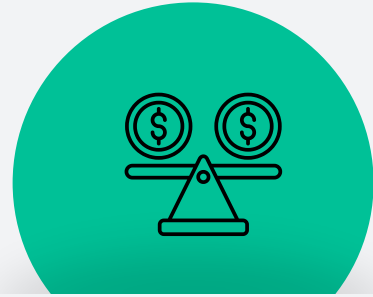


# AAR Strategic Goals and Priorities

2026–2031



# AAR Strategic Goals and Objectives



## Ensure organizational stability and sustainability

- Build data collection systems to support membership development and programming
- Secure financial resources to fund programs and services in support of the AAR mission
- Cultivate sustainable AAR membership and meeting participation
- Build a culture of giving among AAR members and supporters
- Ensure that staffing and volunteer leadership are aligned with the AAR mission and strategic goals

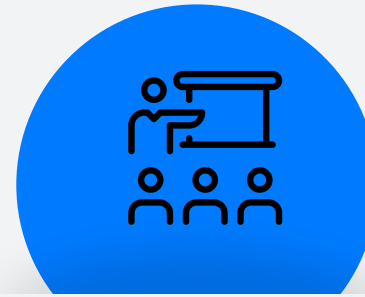
1



## Increase the value of belonging to the AAR

- Calibrate programs to member needs and support professional development
- Develop consistent communication and marketing strategies for recruitment and retention
- Create diverse professional development opportunities at all levels of AAR programming, advancing academic and public scholarship

2



## Create opportunities for professional connections that are sustainable and accessible

- Support AAR meetings in ways that optimize sustainability, diversity, and access.
- Encourage participation in regional annual meetings and encourage member service to the regions
- Cultivate AAR membership and participation in AAR programming among scholars of religion pursuing diverse careers

3



## Foster scholarly and teaching excellence in all areas of the field

- Secure funding for the grant and awards program
- Ensure AAR guidelines for professional standards on teaching, scholarship, and public understanding of religion reflect the broadening field and shifting contemporary contexts
- Assess AAR publications with a focus on sustainability and excellence

4



## Advocate for Religious Studies and scholars of religion in academic and public contexts

- Expand strategies and resources for defending and upholding the academic study of religion in educational institutions.
- Build data collection systems to understand and respond to shifts in members' career development
- Expand strategies and resources for advancing scholarship that contributes to the public understanding of religion
- In partnership with other scholarly societies and organizations, advocate for public support and government funding of religious studies, the humanities, and higher education

5