

Mission

- **Advance** the understanding of the brain and the nervous system by bringing together scientists of diverse backgrounds, by facilitating the integration of research directed at all levels of biological organization, and by encouraging translational research and the application of new scientific knowledge to develop improved disease treatments and cures.
- **Provide** professional development activities, information, and educational resources for neuroscientists at all stages of their careers, including undergraduates, graduates, and postdoctoral fellows, and increase participation of scientists from diverse cultural, ethnic, and geographic backgrounds.
- **Promote** public information and general education about the nature of scientific discovery and the results and implications of the latest neuroscience research. Support active and continuing discussions on ethical issues relating to the conduct and outcomes of neuroscience research.
- **Inform** legislators and other policymakers about new scientific knowledge, recent developments, and emerging opportunities in neuroscience research and their implications for public policy, societal benefit, and continued scientific progress.

Values

- Identifying and serving the evolving needs of SfN members as well as the field of neuroscience.
- Continuing to promote greater diversity of representation of women, minorities, and young investigators, along with geographic and specialty balance, in SfN's meetings, conferences, committees, and governance processes.
- Seeking new and innovative ways to utilize technology in ongoing activities to better serve members and to help manage the problems of scale as a successful association in the 21st century.
- Fulfilling its Mission in a socially, economically, and environmentally responsible fashion, including minimizing SfN's environmental footprint through energy efficiency, recycling, and other initiatives, and being mindful of the broader impact of its day-to-day practices, decisions, and actions.
- Developing effective strategic relationships and collaborative initiatives with appropriate external partners, including other scientific societies and associations, health advocacy groups, foundations, public agencies, government entities, educational institutions, corporate entities, information technology service providers, etc.
- Building a model of iterative planning into the fabric of SfN governance and management processes, incorporating regular evaluation of the impact and success of initiatives and activities, and periodic revisiting of major programs and activity clusters.

Vision

Society for Neuroscience Scientific Vision

Guided by its mission and its values, the Society for Neuroscience (SfN)'s vision is that the next decade should be one of breakthrough discovery that will lead to the translation of scientific advances to improve the health of people everywhere.

As SfN represents the entire range of scientific research endeavors aimed at understanding, treating, and preventing nervous system disorders, it fosters the broad interdisciplinarity of the field that uses multiple approaches to study the nervous systems of organisms ranging from invertebrates to humans across various stages of development, maturation, and aging. SfN also facilitates the translation of research findings into treatment strategies, encourages information transfer from the clinic back to the basic research arena, and contributes to the breadth of the field of neuroscience, and its creative use of all the tools of modern biology to understand neural function in health and disease.

Neuroscience is a rapidly evolving field that benefits greatly from, and helps to drive, the ongoing development of powerful new tools used to acquire and analyze experimental data. The effort to make efficient use of the staggering amounts of diverse information known about the nervous system raises challenges that have social, ethical, and technical dimensions. Some of these challenges are common to biomedical research and its subdisciplines of bioinformatics and scientific ethics. Others are unique to neuroscience by virtue of the tremendous complexity of neural circuits and their role in controlling behavior. These challenges prompt opportunities, as well as responsibilities, to develop new tools and approaches for integrating and advancing the understanding of the nervous system.

SfN will play a key role in confronting new issues by challenging and energizing the field through active dialogue with federal funding agencies, such as the National Institutes of Health, National Science Foundation, and others, to define current needs and to develop strategies for meeting them. SfN's perspective on the field's current nature and its future trajectory permeates all the elements of the strategic plan and will guide the initiatives aimed at enhancing key scientific functions, including the annual meeting and *The Journal of Neuroscience*. This perspective will guide the ways in which SfN will strive to serve its membership and frame the public outreach and governmental interactions.