

**Association for Educational Communications and Technology (AECT) Strategic Plan
October 2013**

Mission: The mission of AECT is to provide international leadership by promoting scholarship and best practices in the creation, use, and management of technologies for effective teaching and learning.

Vision: We seek to be the premier international organization in educational technology; the organization to which others refer for research and best practices.

Outcomes:

Page: 2: 1. AECT is internationally recognized and valued by policy makers and stakeholders as experts in improvement in teaching and learning.

Page: 13: 2. AECT members are actively engaged professionals and leaders in the field and within the organization.

Page: 19: 3. AECT is dynamic, sustainable, and responsive to change as an organization.

Key:

Outcomes: endpoints or public benefit results for which a level of success can be determined

Objectives: specific targets for improved performance; represent milestones or intermediate achievements necessary to realize the desired outcome

Strategies: actions needed; include year action will be completed and who is responsible

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1. AECT is internationally recognized and valued by policy makers and stakeholders as experts in the improvement of teaching and learning.	<i>Supra Objective:</i> Increase the visibility and public awareness of AECT with organizations, conferences, government, etc.						

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. A. Develop and mobilize a movement for enlarging AECT's contribution/participation in policy and decision making (marketing and public relations plan)	1. A. i. Determine what needs to be accomplished (the purpose) with the plan	Board; Executive Director	Draft plan	Implement plan	Evaluate plan	
1.	1. A.	1. A. ii. Determine appropriate strategies relevant to the purpose	Board; Executive Director	Draft plan	Implement plan	Evaluate plan	
1.	1. A.	1. A. iii. Explore how to increase social media presence (social networks, bookmarking sites, social news, media sharing, microblogging, etc.)	Web Editor; Board Sub-Committee	Draft plan	Implement plan	Evaluate plan	
1.	1. A.	1. A. iv. Explore how to increase Web traffic	Web Editor; Board Sub-Committee	Draft plan	Implement plan	Evaluate plan	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. B. Develop and deploy an AECT ambassador training program that trains 10 ambassadors per year and represents AECT with key organizations, entities, conferences, etc.	1. B. i. Determine purpose of program and role of ambassador	Board; President; Executive Director	Develop program	Deploy ambassadors	Evaluate plan	
1.	1. B.	1. B. ii. Identify which entities the ambassadors are partnered with	President; Executive Director; Affiliated Board Representative	Draft plan	Implement plan	Evaluate plan	
1.	1. B.	1. B. iii. Determine program content and implement	Board Sub-Committee; President; Executive Director	Draft plan	Implement plan	Evaluate plan	
1.	1. B.	1. B. iv. Establish a semi-annual reporting cycle and process for the ambassadors	Ambassadors; Executive Director; Board	Determine reporting cycle; Compile reports; Present reports	Determine reporting cycle; Compile reports; Present reports	Determine reporting cycle; Compile reports; Present reports	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. C. Develop more synergistic and symbiotic partnerships with organizations who align with AECT values	1. C. i. Identify other educational organizations to determine how AECT will affiliate with them	President; Executive Director; Members Sub-Committee;	Identify and determine which organizations to affiliate with; Make contact and determine interest; review and revise policy as needed	Develop plan for partnership; Evaluate	Revise	
1.	1. C.	1. C. ii. Pursue appropriate partnerships	Liaisons	Pursue partnerships	Pursue partnerships	Pursue partnerships	
1.	<i>Supra Objective:</i> Broaden the reach and impact of AECT publications						
1.	1. D. Analyze each of journals what it would take to move to the next level of impact	1. D. i. Frame a charge to the editors for ideas to move the journals to another level, initiate conversation with editors and ask editors to meet with editorial boards and bring an operational plan back to Executive Committee	Editors; Executive Director; Executive Committee	Frame charge; Initiate conversation; develop operational plan			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. E. Continue to add e-access to the AECT Web site	1. E. i. Add informational content to Web site, i.e., approved research projects	Executive Director	Add content	Continue to add content	Continue to add content	
1.	1. E.	1. E. ii. Identify appropriate publications to add to the Web site	Members	Identify publications	Continue to identify publications	Continue to identify publications	
1.	1. F. Explore entering into agreements with additional publishers for publications	1. F. i. Identify publishers by asking members to assist (Web site and President's Newsletter)	Executive Director	Identify publishers	Develop publishing plan	Continue promotion	
1.	1. G. Explore an international book series with Routledge publisher	1. G. i. Ask International Division to determine strategy to solicit interest from international members to prepare the series	Executive Director; President	Ask International Division to develop a plan	Procure authors	Continue promotion	
1.	1. G.	1. G. ii. Negotiate contract with Routledge for international series	Executive Director	Negotiate contract			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. G.	1. G. iii. Prepare appropriate information materials for book proposals and manuscripts	Executive Director; Series Editor; President	Select editor	Develop process for managing manuscripts		
1.	1. H Implement a Position Papers Projects	1. H. i. Develop information pieces for distribution	Executive Director; Executive Committee	Develop information pieces			
1.	1. H.	1. H. ii. Promote opportunities to membership	Executive Director; Board	Promote opportunities			
1.	1. I. Promote keystone publications of AECT	1. I. i. Continue developing the new editions of the Handbook for Research on Educational Communications and Technology	Board		Approve editor and develop plan for next revision	Implement plan; Evaluate and revise plan	
1.	1. I.	1. I. ii. Continue developing the Encyclopedia of Definitions in Technology	Definition and Terminology Committee; Board		Approve editor and develop plan for next revision	Implement plan; Evaluate and revise plan	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	<i>Supra Objective:</i> Broaden the reach and impact of AECT conventions and virtual events. Increase the value of the events for members.						
1.	1. J. Explore how to improve the educational quality and make presentations more interactive at convention	1. J. i. Establish a member committee to advise planner for more dynamic presentations and include in evaluation proposal process	President	Establish committee; Revise call for proposals for more interactive presentations			
1.	1. J.	1. J. ii. Develop evaluation criteria for proposal review process	President Elect	Develop criteria (generate a "How to Make a Good Presentation" document?)	Review criteria	Evaluate criteria	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. K. Explore increasing greater digital access to conventions	1. K. i. Identify companies to provide bids for capturing presentations to be streamed	Executive Director; Executive Committee	Run pilot plan for 2013 International Convention; Recruit individual to work with planners to determine which sessions are to be recorded and make arrangements, as well as get cost estimates; Evaluate results of pilot plan	Recruit individual to work with planners to determine which sessions are to be recorded and make arrangements, as well as get cost estimates	Recruit individual to work with planners to determine which sessions are to be recorded and make arrangements, as well as get cost estimates	
1.	1. K.	1. K. ii. Determine implementation plan	Executive Director; Executive Committee	Implement plan; evaluate	Implement plan; evaluate	Implement plan; evaluate	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. L. Explore adding 7 Webinars (each division to sponsor)	1. L. i. Solicit proposals from each divisions for at least one Webinar in the next 12 months	President; Executive Committee; Divisions Reps.	Acquire commitment from board division representatives to include Webinar for their annual division plans	Acquire commitment from board division representatives to include 2 Webinars for their annual division plans	Acquire commitment from board division representatives to include 3 Webinars for their annual division plans	
1.	1. L.	1. L. ii. Schedule Webinar and prepare logistics	Executive Director; Divisions Reps.	Select topic and date; Arrange with AECT office for Webinar platform; Develop information piece to be distributed to membership	Select topic and date; Arrange with AECT office for Webinar platform; Develop information piece to be distributed to membership	Select topic and date; Arrange with AECT office for Webinar platform; Develop information piece to be distributed to membership	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. M. Increase attendance of following audiences: department chairs (10), deans (10), U.S. DoE (1), international attendees (20), faculty members (20)	1. M. i. Identify deans/department chairs/international affiliates in AECT for recommendations for inviting appropriate individuals	Board; President; Executive Director; Sub-Committee; President Elect (Convention Planner)	Determine sub-committee; Determine complimentary or fully-paid registrants; Develop appropriate invitation letter; Contact audiences by phone/e-mail; Follow-up to confirm participation	Determine sub-committee; Determine complimentary or fully-paid registrants; Develop appropriate invitation letter; Contact audiences by phone/e-mail; Follow-up to confirm participation	Determine sub-committee; Determine complimentary or fully-paid registrants; Develop appropriate invitation letter; Contact audiences by phone/e-mail; Follow-up to confirm participation	
1.	1. M.	1. M. ii. Determine implementation depending on relevant strategies	Board; President; Executive Director	Implement plan	Implement plan	Implement plan	
1.	1. N. Explore opportunities to increase professional growth and leadership development	1. N. i. Create a series of activities at Summer and Annual conventions directed toward leadership development	Leadership Committee; President; Executive Director	Create activities			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. N.	1. N. ii. Define leadership in the context of AECT	Leadership Committee	Develop a statement on leadership and expectation of activities to contribute to the development of leadership skills			
1.	1. N.	1. N. iii. Develop implementation plan dependent upon activities; plan and carry out Webinar; include in master marketing and communication plans	Leadership Committee	Implement plan; plan/hold Webinar; evaluate	Implement plan; plan/hold Webinar; evaluate	Implement plan; plan/hold Webinar; evaluate	
1.	1. O. Explore virtual conference after live conference	1. O. i. Develop a plan for the infrastructure to capture videos of conference presentations	President Elect; Board Sub-Committee	Obtain cost estimates			
1.	1. O.	1. O. ii. Determine implementation of plan	Director of Electronic Services; Web Editor	Implement plan; evaluate	Implement plan; evaluate	Implement plan; evaluate	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	<i>Supra Objective:</i> Broaden the reach and impact of AECT's advocacy efforts with policy makers						
1.	1. P. Appoint Government Relations Committee members	1. P. i. Determine purpose of Committee	Government Relations Committee	Determine purpose			
1.	1. P.	1. P. ii. Appoint members to Government Relations Committee	President	Appoint members			
1.	1. P.	1. P. iii. Identify policy makers and key stakeholders	Government Relations Committee	Solicit volunteers to contact policy makers and key stakeholders in their area	Solicit volunteers to contact policy makers and key stakeholders in their area	Solicit volunteers to contact policy makers and key stakeholders in their area	
1.	1. P.	1. P. iv. Solicit input from membership about advocacy efforts to policy makers	Government Relations Committee	Solicit input	Solicit input	Solicit input	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. P.	1. P. v. Determine strategies to get into educational policy-making organizations	Government Relations Committee	Determine strategies	Determine strategies	Determine strategies	
1.	1. P.	1. P.vi. Hold a meeting with AECT and DoE leadership	Government Relations Committee; Executive Committee; Executive Director	Hold meetings	Hold meetings	Hold meetings	
1.	<i>Supra Objective:</i> Broaden the impact of AECT Standards						
1.	1. Q. Promote the adoption of AECT Standards for Professional Education Programs within 4-6 related academic programs	1. Q. i. Review AECT Standards in the context of alignment with mission/vision	Standards Committee; President; Executive Director	Review Standards			
1.	1. Q.	1. Q. ii. Revise and update Standards	Standards Committee	Revise and update Standards	Review previous year's work	Review previous year's work	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. Q.	1. Q. iii. Determine initiative to get Standards into literature base	Standards Committee	Solicit individuals who can write articles	Solicit individuals who can write articles	Solicit individuals who can write articles	
1.	1. Q.	1. Q. iv. Inform Deans/Department Chairs of Standards	Standards Committee; Executive Director	Identify 10 colleges/ universities for which standards are appropriate; Identify appropriate contact person at each institution	Identify 10 colleges/ universities for which standards are appropriate; Identify appropriate contact person at each institution	Identify 10 colleges/ universities for which standards are appropriate; Identify appropriate contact person at each institution	
1.	1. R. Develop a policy statement for how to partner with AECT on externally-funded projects	1. R. i. Appoint a Board Sub-Committee to draft a policy	President; Executive Director	Appoint sub-committee			
1.	1. R.	1. R. ii. Draft policy	Board Sub-Committee	Draft policy			
1.	1. R.	1. R. iii. Approve policy	Board	Approve policy			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
1.	1. R.	1. R. iv. Incorporate into Policy & Procedures Manual	Executive Director	Incorporate policy into Manual			
1.	1. R.	1. R. v. Develop information pieces to encourage members that AECT should be a partner in proposals	Executive Director	Develop information pieces	Review information pieces and update and revise	Review information pieces and update and revise	
1.	1. R.	1. R. vi. Distribute information pieces to members	Executive Director	Distribute information pieces	Distribute information pieces	Distribute information pieces	
1.	1. S. Explore the opportunities to address the voids and knowledge gaps in research in the field	1. S. i. Strategy to be discussed and determined					
2. AECT members are actively engaged professionals and leaders in the field and within the organization.	2. A. Promote opportunities for more frequent collaboration and networking	2. A. i. Encourage divisions to develop their own plan and strategy for increased collaboration	President Executive Committee	Encourage divisions to develop their own plan			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
2.	2. A.	2. A. ii. Encourage the call for proposals with collaboration be submitted	President Elect	Encourage the call for proposals			
2.	2. B. Promote the modeling of best practices through conventions and publications	2. B. i. Explore giving awards for best presentations and recognition of journal articles that promote best practices	Division planners; Journal editors	Explore giving awards and recognizing best practices			
2.	2. C. Hold the Summer Leadership conference	2. C. i. Develop content for Leadership Development activities	Leadership Committee	Develop content	Schedule day	Schedule day	
2.	2. C.	2. C. ii. Schedule leadership development day as part of Summer Board activities	Executive Director; President	Schedule day	Inform membership	Inform membership	
2.	2. C.	2. C. iii. Inform membership of opportunity	Executive Director; President	Inform membership	Market to audience; Evaluate and revise	Market to audience; Evaluate and revise	
2.	2. C.	2. C. iv. Market to appropriate audiences	Executive Director; President	Market to audience; Evaluate and revise	Develop content		

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
2.	2. D. Promote 8 new leaders through Internship program	2. D. i. Review Leadership Program to determine if it is doing what it was created to do	Leadership Committee	Review program; Revise internship application as needed	Review program; Revise internship application as needed	Review program; Revise internship application as needed	
2.	2. D.	2. D. ii. Identify potential candidates for the Internship program	Leadership Committee	Identify candidates	Identify candidates	Identify candidates	
2.	2. D.	2. D. iii. Ask candidates to apply	Leadership Committee	Ask candidates	Ask candidates	Ask candidates	
2.	2. E. Identify and publish "How to be a Leader in AECT"	2. E. i. Develop a plan for Board to approve	Leadership Committee and Committee chair	Recruit an individual to draft plan; Draft plan			
2.	2. E.	2. E. ii. Implement Plan	Executive Director; President		Implement plan; Evaluate	Implement plan; Evaluate	
2.	2. F. Identify and publish (and systematize) division policies for becoming a leader	2. F. i. Develop plan for selecting division leadership	Division Representatives	Develop plan			
2.	2. F.	2. F. ii. Implement plan	Division Representatives ; Executive Director	Implement plan; Evaluate	Implement plan; Evaluate	Implement plan; Evaluate	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
2.	2. G. Determine a structure to identify leaders and match them with their passion	2.G. i. Prepare an information membership survey to determine areas of interest	Leadership Committee and Committee Chair; Executive Director; President	Recruit an individual to draft plan; Draft plan			
2.	2. G.	2. G. ii. Create and maintain an accessible database of AECT leaders and their roles, as well as future leaders and their areas of interest	Leadership Committee; Executive Committee; Executive Director; President	Create database; Promote database to membership	Maintain database; Promote database to membership	Maintain database; Promote database to membership	
2.	2. H. Hold a quarterly Webinar Q & A session on what AECT leadership needs	2. H. i. Solicit Past Presidents Council to plan and carry out one Webinar a year and determine plan for other sessions at annual convention	Past Presidents Council; Executive Committee; President; Leadership Committee	Solicit Council	Solicit Council	Solicit Council	
2.	2. H.	2. H. ii. Hold Webinars	Executive Director	Plan and carry out Webinar; Hold session at annual convention	Plan and carry out Webinar; Hold session at annual convention	Plan and carry out Webinar; Hold session at annual convention	
2.	2. I. Develop a speakers/writers bureau and writing/speaking	2. I. i. Develop policy statement for database	Board of Directors; Executive Director; Board	Develop policy statement and appropriate disclaimer			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
	opportunities database		Sub-Committee				
2.	2. I.	2. I. ii. Determine structure for topical areas of interest	Executive Committee; President; Executive Director	Recruit volunteers from membership to determine structure; Check the membership application to see if it can be added			
2.	2. I.	2. I. iii. Set up opt-in process for listings of members on topical areas of interest and contact info	Director of Electronic Services	Set up process	Evaluate process and revise	Evaluate process and revise	
2.	2. J. Determine means to distribute current information and news on educational opportunities	2. J. i. Develop policy on what kinds of information/news/events can be promoted	Board Sub-Committee	Develop policy			
2.	2. J.	2. J. ii. Inform members of the opportunity via Web site and Presidents Newsletter	President; Executive Director; Web Editor	Inform members	Inform members	Inform members	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
2.	2. J.	2. J. iii. Identify news reporters for calls for papers, policies news, events, etc.	Members; Executive Director	Identify reporters	Identify reporters	Identify reporters	
2.	2. K. Review strategies to make the national convention the best it can be	2. K. i. Develop evaluation process for the convention	President Elect; Convention Planning Committee; Executive Director; Board Sub-Committee	Develop convention evaluation mechanism and questionnaire			
2.	2. K.	2. K. ii. Develop rubric for evaluation (consider timing)	President Elect; Convention Planning Committee; Executive Director	Develop rubric; Implement evaluation	Implement evaluation	Implement evaluation	
2.	2. K.	2. K. iii. Use evaluation results to make changes in convention	Board	Review evaluation and use for future convention planning	Review evaluation and use for future convention planning	Review evaluation and use for future convention planning	
2.	2. L. Review, revise, update, and make membership aware of the Code of Ethics	2. L. i. Develop plan on revision of Code of Ethics and publication of Code; Determine if publication of column on ethics is more appropriate for Web	Ethics Committee; <i>Tech Trends</i> Editor	Review code, develop plan and timeline; Determine column location			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
		site					
2.	2. L.	2. L. ii. Explore an international Code of Ethics	Ethics Committee	Explore international Code	Draft international Code; add international affiliates to Ethics Committee	Implement international Code	
2.	2. L.	2. L. iii. Include questions on Code in future membership survey	Executive Director; Ethics Committee; President; Executive Committee		Include Code in survey	Include Code in survey	
2.	2. L.	2. L. iv. Determine a more visible location for Code of Ethics on the Web site	Executive Director; Web Editor	Determine location	Develop content	Develop content	
2.	2. M. Develop an informal mentorship program	2. M. i. Define what mentoring program will do for AECT and how it will add value to being a member	Board; Executive Director	Define program			
2.	2. M.	2. M. ii. Determine implementation process for mentoring	Leadership Committee		Implement process; Evaluate and revise	Evaluate and revise	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3. AECT is dynamic, sustainable, and responsive to change as an organization.	3. A. Promote the benefits of membership	3. A. i. Promote the benefits of membership to the membership	Executive Committee	Provide membership brochures; Provide electronic access to membership brochure	Provide membership brochures; Provide electronic access to membership brochure	Provide membership brochures; Provide electronic access to membership brochure	
3.	3. A.	3. A. ii. Promote the benefits of membership to AECT affiliates		Determine how to make more visible on Web site			
3.	3. B. Ensure that our documents and “institutional memory” (minutes, communications, etc.) are available via the AECT website.	3. B. i. Determine what is public and make it public.	Executive Committee/ Board	Update policy manual and board minutes posted (as soon as approved); Decide on whether information is to be made available to members only or public			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	<i>Supra Objective:</i> Ensure that AECT is financially thriving, developing future leadership capacity, and implementing sustainable organization policies						
3.	3. C. To develop an annual balanced budget with 5% growth	3. C. a. i. Increase attendance at conventions by 10% each year for the next three years (equal distribution between international/national representation)	Executive Committee	Ask division planners to submit plan to Executive Committee to how they will increase division attendance at the presentation; Determine whether to increase division hours for presentation			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. C.	3. C. a. ii. Explore increasing conference registration fees	Executive Director; Executive Committee	Develop case for increasing fees; Determine whether to raise fees	Review fees	Review fees	
3.	3. C.	3. C. a. iii. Review investment possibilities with a proposal to use uncommitted funds	Executive Director; Executive Committee	Review and prepare proposal	Determine how to distribute revenue		
3.	3. C.	3. C. b. i. Review AECT subsidies for membership/conference registration	Executive Director; Board	Review subsidies policies and prepare proposal; Determine course of action	Review subsidies policies and prepare proposal; Determine course of action	Review subsidies policies and prepare proposal; Determine course of action	
3.	3. C.	3. C. c. i. Review grant possibilities by encouraging members to apply for grants and build AECT in as a partner	Board; Division Representatives ; Executive Director	Budget for special research incentive grants; Promote to membership	Budget for special research incentive grants; Promote to membership	Budget for special research incentive grants; Promote to membership	
3.	3. C.	3. C. d. i. Review the International Members Convention Registration and adjust based on value	Executive Director; Board; International Division	Develop case for increasing fees; Determine whether to raise fees	Review fees	Review fees	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. C.	3. C. e. i. Explore increasing membership dues	Executive Committee; Executive Director		Develop case for increasing fees; Determine whether to raise fees	Review fees	
3.	3. C.	3. C. e. ii. Create a more sustainable Affiliate membership fee; Consider sliding scale dependent upon number of members in the affiliate	Board	Develop case for increasing fees; Determine whether to raise fees	Review fees	Review fees	
3.	3. C.	3. C. e. iii. Review the fee for Student Membership and adjust based on perceived value	Board		Develop case for increasing fees; Determine whether to raise fees	Review fes	
3.	3. C.	3. C. f. i. Continue to encourage divisions to seek publishing outlets	Executive Director; Division Representatives	Encourage divisions to explore publishing outlets to members	Encourage divisions to explore publishing outlets to members	Encourage divisions to explore publishing outlets to members	
3.	3. C.	3. C. g. i. Explore opportunities in electronic publishing	Executive Committee; Executive Director; Board	Gather information about electronic publishing and what is needed to do			

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
				internally or outsource (if outsourced explore with various publishing companies)			
3.	3. C.	3.C. h. i. Increase membership by 5% annually to increase division funding by 10%	President; Executive Director; Division Presidents	Create membership drive; Encourage divisions to recruit new members; Monitor new membership; Review membership drive; Revise drive based on feedback; Evaluate and continue	Encourage divisions to recruit new members; Monitor new membership; Review membership drive; Revise drive based on feedback; Evaluate and continue	Encourage divisions to recruit new members; Monitor new membership; Review membership drive; Revise drive based on feedback; Evaluate and continue	
3.	3. C.	3. C. i. i. Develop (and review) policies for dealing with educational partners (professional organizations)--what we agree to give and what we get in return.	President; Executive Director; Board; Special AECT Representative	Review report recommendations and act accordingly	Implement and evaluate	Implement and evaluate	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. C.	3 C. j. i. Increase educational partners by adding 2 new a year (by approaching publishers, corporations, and educational institutions)	AECT members; Executive Director; President; Board	Encourage members to identify partners that AECT leaders can follow up to investigate how that organization is aligned with AECT and determine interest in developing partnership	Continue encouraging	Continue encouraging	
3.	3. C.	3. C. k. i. Monitor Web advertising	Executive Director; Executive Committee	Review, evaluate, and decide to continue or discontinue	Review, evaluate, and decide to continue or discontinue	Review, evaluate, and decide to continue or discontinue	
3.	3. C.	3. C. l. i. Explore Webinars	Executive Director; Executive Committee	Discuss benefits of co-sponsoring Webinars with other organizations and how the Webinars add value	Review Webinars and agreement and revise as needed	Review Webinars and agreement and revise as needed	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. C.	3. C. m. i. Explore certification endorsements	Executive Director; Executive Committee; Certificate Endorsement Committee	Promote certificate endorsement program through <i>Tech Trends</i> and Web site; Inform membership; Respond to information requests	Revise and review and continue promoting the endorsement	Revise and review and continue promoting the endorsement	
3.	3. D. To review costs for board member's summer travel expenses (with consideration for covering 50% of costs-- approximately \$750)	3. D. i. Discuss fiscal impact with board	Executive Director; Executive Committee; Board		Discuss impact and decide whether to use uncommitted revenue to this particular use		
3.	3. E. Do an assessment of AECT's main products and services	3. E. i. Set up a systematic bi-annual review for products/services to determine which to focus on	Publications Committee; Executive Committee; Board; Executive Director				

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. E.	3. E. ii. Do a comprehensive review of the national convention to determine if the convention is meeting the needs of the membership	Board; Executive Director	Set up review of convention and how it is aligned with serving membership and the purpose of AECT			
3.	3. E.	3. E. iii. Review external convention planners or a convention planning committee as possibilities	Executive Director; Executive Committee	Determine if convention planners or committee is needed			
3.	3. E.	3. E. iv. Determine feasibility of a virtual headquarters office	Executive Director; Executive Committee		Continue to gather information and hold discussions	Continue to gather information and hold discussions	
3.	<i>Supra Objective:</i> AECT's Board is knowledgeable, educated, ethical, and critical-thinking						

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. F. Provide quarterly financial reports to the Board	3. F. i. Prepare and distribute reports	Executive Director; Executive Committee; Board	Continue current practice	Continue current practice	Continue current practice	
3.	3. G. Provide monthly financial reports to the Executive Committee	3. G. i. Prepare and distribute reports	Executive Director; Executive Committee	Continue current practice	Continue current practice	Continue current practice	
3.	3. H. Prepare a board development plan (finances, leadership, engagement)	3. H. i. Provide information to the Board to enable them to understand how the budget is organized and put together	Executive Director; Board	Continue to provide Board and Executive Committee so they understand the physical condition of the Association; Prepare a brief narrative to accompany reports	Continue to provide Board and Executive Committee so they understand the physical condition of the Association; Prepare a brief narrative to accompany reports	Continue to provide Board and Executive Committee so they understand the physical condition of the Association; Prepare a brief narrative to accompany reports	

Strategic Plan

Outcomes	Objectives	Strategies	Responsibility	Year 1	Year 2	Year 3	Progress
3.	3. H.	3. H. ii. Create a Web-based performance support and training on how to do the leadership roles	Leadership Committee	Develop a plan and identify individuals who would be able to carry it out			
3.	3. I. Develop a more beneficial working relationship with the ECT Foundation for the improvement of both organizations to increase resources of the Foundation	3. I. i. Develop plan in collaboration with the ECT Foundation Board	Board; Past President; Executive Committee; ECT Foundation Board	Establish regular meeting with the Foundation leadership to identify projects and activities that can be worked on cooperatively			
3.	3. I.	3. I. ii. Implement plan	Board		Implement plan	Continue implementation	
3.	3. J. Determine appropriate governance structure	3. J. i. Discuss and examine current governance structure	Board	Discuss/examine governance structure	Discuss/examine governance structure	Discuss/examine governance structure	
3.	3. J.	3. J. ii. Determine next steps to change structure, if desired	Board	Determine next steps	Determine next steps	Determine next steps	

Strategic Plan

Strategic Plan Development History:

2013 (Initial Development): Board: Marcus Childress, Stephen Harmon, Robert Branch, Kay Persichitte, Trey Martindale

Staff: Phil Harris

Facilitator: Michael Shermis

Definitions:

Professionals include students.

Scholar is a person whose primary job is to do research.

We are all practitioners in some way, shape, or form. What sets AECT apart from other organizations in our field is its focus on research.