



Strategic Plan Summary

October, 2013

Association for Educational Communications and Technology

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:

1. AECT is internationally recognized and valued by policy makers and stakeholders as experts in improvement in teaching and learning.
2. AECT members are actively engaged professionals and leaders in the field and within the organization.
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

Outcome #1:

AECT is internationally recognized and valued by policy makers and stakeholders as experts in the improvement of teaching and learning.

Supra Objective:

Increase the visibility and public awareness of AECT with organizations, conferences, government, etc.

- Develop and mobilize a movement for enlarging AECT's contribution/participation in policy and decision making (marketing and public relations plan)
- Develop and deploy an AECT ambassador training program that trains 10 ambassadors per year and represents AECT with key organizations, entities, conferences, etc.
- Develop more synergistic and symbiotic partnerships with organizations who align with AECT values

Supra Objective:

Broaden the reach and impact of AECT publications

- Analyze each of journals what it would take to move to the next level of impact



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- Continue to add e-access to the AECT Web site
- Explore entering into agreements with additional publishers for publications
- Explore an international book series with Routledge publisher
- Implement a Position Papers Projects
- Promote keystone publications of AECT

Supra Objective:

Broaden the reach and impact of AECT conventions and virtual events. Increase the value of the events for members.

- Explore how to improve the educational quality and make presentations more interactive at convention
- Explore increasing greater digital access to conventions
- Explore adding 7 Webinars (each division to sponsor)
- Increase attendance of following audiences: department chairs (10), deans (10), U.S. DoE (1), international attendees (20), faculty members (20); K-12 audience (20); and other professionals
- Explore opportunities to increase professional growth and leadership development
- Explore virtual conference after live conference

Supra Objective:

Broaden the reach and impact of AECT's advocacy efforts with policy makers

- Appoint Government Relations Committee members

Supra Objective:

Broaden the impact of AECT Standards

- Promote the adoption of AECT Standards for Professional Education Programs within 4-6 related academic programs
- Develop a policy statement for how to partner with AECT on externally-funded projects
- Explore the opportunities to address the voids and knowledge gaps in research in the field

Outcome #2:

AECT members are actively engaged professionals and leaders in the field and within the organization.

- Promote opportunities for more frequent collaboration and networking
- Promote the modeling of best practices through conventions and publications
- Hold the Summer Leadership conference
- Promote 8 new leaders through Internship program
- Identify and publish "How to be a Leader in AECT"
- Identify and publish (and systematize) division policies for becoming a leader
- Determine a structure to identify leaders and match them with their passion
- Hold a quarterly Webinar Q & A session on what AECT leadership needs
- Develop a speakers/writers bureau and writing/speaking opportunities database
- Determine means to distribute current information and news on educational opportunities
- Review strategies to make the national convention the best it can be
- Review, revise, update, and make membership aware of the Code of Ethics
- Develop an informal mentorship program



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Outcome #3:

AECT is dynamic, sustainable, and responsive to change as an organization.

- Promote the benefits of membership
- Ensure that our documents and “institutional memory” (minutes, communications, etc.) are available via the AECT website.

Supra Objective:

Ensure that AECT is financially thriving, developing future leadership capacity, and implementing sustainable organization policies

- To develop an annual balanced budget with 5% growth
- To review costs for board member’s summer travel expenses (with consideration for covering 50% of costs-- approximately \$750)
- Do an assessment of AECT’s main products and services

Supra Objective:

AECT’s Board is knowledgeable, educated, ethical, and critical-thinking

- Provide quarterly financial reports to the Board
- Provide monthly financial reports to the Executive Committee
- Prepare a board development plan (finances, leadership, engagement)
- Develop a more beneficial working relationship with the ECT Foundation for the improvement of both organizations to increase resources of the Foundation
- Determine appropriate governance structure