

# ***AECT Strategic Plan***

## **2015 Edition**

*(14 July 2015)*

### ***Preamble***

This strategic plan represents a dynamic continuous improvement process. The purpose of the Strategic Plan is to guide the decisions made by the Association for Educational Communications and Technology (AECT) membership for the next 5 years. The underlying principles for the decision-making process are expressed in terms of the AECT ***mission, vision*** and ***values***. The expectations for our scholarly community are expressed in terms of the AECT ***goals, objectives and strategies***.

All members of AECT acknowledge that we are connected through this strategic plan. Thus, the entire AECT membership has a role in the design and development of this strategic plan. However, the AECT President has the final authority for the implementation of this plan. The plan will be reviewed annually, and revised every 3-5 years or as deemed necessary to achieve the goals of the organization. The AECT President will report periodically on the progress of the Strategic Plan.

## **Mission**

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.

## **Values**

### **1. We value Leadership**

Our work is intended to communicate intellectual leadership among the disciplines associated with educational communications and technology.

### **2. We value Financial Stability**

Our record of financial stability through fiscal responsibility is necessary for implementing the mission of our association. We expect to be good stewards of the resources generated by the association membership.

### **3. We value Collaboration**

We work with other individuals and organizations that share our vision, values and goals. Yet, we cherish our collective identity as well as the diversity encumbered within the individuals that constitute the AECT membership.

### **4. We value Professional Standards**

We are committed to excellence. High quality artifacts are an essential component of our scholarly community.

### **5. We value Sustainability**

Our actions are dedicated to maintaining a level of service and rate of growth commensurate with the desires of our membership over time.

## Goals

### **Goal 1: Internationally recognized by policy makers and stakeholders as experts for the improvement of teaching and learning.**

*Objective 1a:* Increase AECT's visibility among professional organizations, commercial enterprises and various levels of government.

*Objective 1b:* Broaden the impact of AECT publications.

*Objective 1c:* Broaden the impact of AECT conventions.

*Objective 1d:* Broaden the impact of AECT's advocacy efforts with policy makers.

*Objective 1e:* Broaden the impact of AECT Standards.

### **Goal 2: Actively engage as professionals and leaders in the field of educational communications and technology.**

*Objective 2a:* Promote opportunities for more frequent collaboration and networking.

*Objective 2b:* Promote the modeling of best practices.

*Objective 2c:* Convene the Summer Leadership conference.

*Objective 2d:* Promote leadership development.

*Objective 2e:* Develop a speakers and writers bureau for AECT members.

*Objective 2f:* Review, revise, update, and make membership aware of the Code of Ethics.

### **Goal 3: Maintain a dynamic, yet sustainable, scholarly community responsive to change.**

*Objective 3a:* Promote the benefits of membership.

*Objective 3b:* Ensure that AECT is financially solvent.

*Objective 3c:* Support autonomy among divisions and affiliates.

*Objective 3d:* Implement sustainable organization policies.

### **Goal 4: Support the AECT Bylaws.**

*Objective 4a:* Establish governance consistent with AECT Bylaws.

*Objective 4b:* Facilitate operating procedures for AECT.

*Objective 4c:* Monitor progress of Strategic Plan.

## Strategies

### Goal 1: Internationally recognized by policy makers and stakeholders as experts for the improvement of teaching and learning.

Objectives	Action Items	2015	2016	2017	Progress
<i>Objective 1a:</i> Increase AECT's visibility among professional organizations, commercial enterprises and various levels of government.	<ol style="list-style-type: none"> <li>Mobilize a movement for enlarging AECT's participation in policy and decision-making (marketing and public relations plan).</li> <li>Determine appropriate strategies relevant to the purpose.</li> <li>Increase social media presence.</li> <li>Deploy an AECT ambassador-training program.</li> <li>Partner with organizations that align with AECT values.</li> </ol>	<p>Propose new AECT brand identity.</p> <p>Convene research symposium in China.</p> <p>Enhance social media presence.</p>	<p>Convene research symposium in Indonesia.</p> <p>Increase web traffic.</p>	<p>Convene research symposium in South Korea.</p> <p>Train 10 ambassadors per year who will represent AECT with key organizations, entities and conferences.</p>	<p>Implemented Growth Plan.</p> <p>Executive Committee visited MetLife Headquarters for a daylong meeting.</p>
<i>Objective 1b:</i> Broaden the impact of AECT publications.	<ol style="list-style-type: none"> <li>Move our journals to the next level of impact.</li> <li>Frame a charge to the editors for ideas to move the journals to another level.</li> <li>Identify appropriate publications to add to the Web site.</li> <li>Enter into agreements with additional publishers for publications.</li> <li>Explore an international book series with Routledge publisher.</li> <li>Implement a Position Papers Projects.</li> </ol>	<p>Develop information pieces for broad dissemination.</p> <p>Establish online journals.</p> <p>Approach Taylor-Francis about a new publishing agreement.</p>			<p>Seven books and briefs under contract with Springer.</p> <p>New publication program with Routledge.</p> <p>3<sup>rd</sup> online journal in progress.</p>

<p><i>Objective 1c:</i> Broaden the reach of AECT conventions.</p>	<ol style="list-style-type: none"> <li>1. Increase the value of the events for members.</li> <li>2. Improve the educational quality of convention sessions.</li> <li>3. Make presentations more interactive at convention.</li> <li>4. Increase digital access to conventions.</li> <li>5. Increase professional growth and leadership development.</li> </ol>	<p>Implement virtual events associated with AECT conventions.</p> <p>Host “Tech Saturday” program at AECT convention.</p>	<p>Develop evaluation process for the convention.</p>	<p>Increase attendance of following audiences: department chairs (10), deans (10), U.S. DoE (1), international attendees (20), faculty members (20).</p>	<p>Implemented Growth Plan.</p>
<p><i>Objective 1d:</i> Broaden the reach of AECT’s advocacy efforts with policy makers</p>	<ol style="list-style-type: none"> <li>1. Appoint Government Relations Committee members.</li> <li>2. Identify policy makers and key stakeholders.</li> <li>3. Determine strategies to get into educational policy-making organizations.</li> <li>4. Hold a meeting with AECT and DoE leadership.</li> </ol>				<p>Published several Policy Briefs.</p> <p>Published AECT statement regarding Indiana Religious Freedom Act.</p>
<p><i>Objective 1e:</i> Broaden the impact of AECT Standards</p>	<ol style="list-style-type: none"> <li>1. Promote the adoption of AECT Standards for Professional Education Programs within 4-6 related academic programs.</li> <li>2. Review AECT Standards in the context of alignment with mission/vision.</li> <li>3. Revise and update Standards.</li> <li>4. Determine initiative to get Standards into literature base.</li> <li>5. Inform Deans/Department Chairs of Standards.</li> </ol>		<p>Enact a revised academic program endorsement program.</p>		

**Goal 2: Actively engage as professionals and leaders in the field of educational communications and technology.**

Objectives	Action Items	2015	2016	2017	Progress
<i>Objective 2a:</i> Promote opportunities for more frequent collaboration and networking.	<ol style="list-style-type: none"> <li>1. Encourage divisions to develop their own plan and strategy for increased collaboration.</li> <li>2. Align division goals with strategic plan goals.</li> <li>3. Publicize publication opportunities.</li> </ol>		Encourage divisions to develop their own plan.		Implemented Growth Plan.
<i>Objective 2b:</i> Promote the modeling of best practices.	<ol style="list-style-type: none"> <li>1. Formally recognize best journal articles.</li> <li>2. Formally recognize best presentations.</li> </ol>	AECT divisions edit special issues of Tech Trends.	Implement an exemplary web site.  Institute a repository of Open Educational Resources.  Sponsor select Massive Open Online Courses (MOOCs)		SMT Tech Trends special issue published in May/June.  Teacher Ed Tech Trends special issue scheduled [before end of 2015].
<i>Objective 2c:</i> Convene the Summer Leadership conference.	<ol style="list-style-type: none"> <li>1. Develop content for Leadership Development activities.</li> <li>2. Schedule leadership development day as part of Summer Board activities.</li> </ol>				

<p><i>Objective 2d:</i> Promote leadership development.</p>	<ol style="list-style-type: none"> <li>1. Identify potential candidates for the Internship program.</li> <li>2. Formalize division policies for becoming a leader.</li> <li>3. Determine a structure to identify leaders and match them with their passion.</li> <li>4. Maintain an accessible database of AECT leaders and their roles, as well as future leaders and their areas of interest.</li> <li>5. Convene quarterly Webinar Q &amp; A sessions on matters related to AECT leadership.</li> </ol>	<p>Develop a mentorship program.</p> <p>Define what mentoring program will do for AECT and how it will add value to being a member.</p>	<p>Review the Internship Program.</p> <p>Recommend any revisions to the Internship Program revisions to the Board of Directors.</p> <p>Publish “How to be a Leader in AECT” document.</p>		<p>Implemented several educational webinars.</p>
<p><i>Objective 2e:</i> Develop a speakers and writers bureau for AECT members.</p>	<ol style="list-style-type: none"> <li>1. Determine means to distribute current information and news on educational opportunities.</li> <li>2. Develop policy on what kinds of information/news/events can be promoted.</li> </ol>	<p>Determine structure for topical areas of interest.</p>	<p>Create a database identifying speaking and writing opportunities.</p> <p>Offer expertise in online learning environments.</p>		
<p><i>Objective 2f:</i> Review, revise, update, and make membership aware of the Code of Ethics</p>	<ol style="list-style-type: none"> <li>1. Develop a plan and a timeline for the review/revision/publication of the AECT Code of Ethics.</li> <li>2. Determine if publication of column on ethics is more appropriate for Web site.</li> <li>3. Explore an international Code of Ethics.</li> </ol>		<p>Review Code of Ethics.</p>		

**Goal 3: Maintain a dynamic, yet sustainable, scholarly community responsive to change.**

Objectives	Action Items	2015	2016	2017	Progress
<i>Objective 3a:</i> Promote the benefits of membership.	<ol style="list-style-type: none"> <li>Promote the benefits of membership to the membership.</li> <li>Promote the benefits of membership to AECT affiliates.</li> <li>Ensure that our documents and “institutional memory” (minutes, communications, etc.) are available via the AECT website.</li> </ol>	<p>Develop a new membership initiative.</p> <p>Provide membership brochures.</p>	<p>Provide electronic access to membership brochure.</p>		<p>Membership drive launched in 2015.</p>
<i>Objective 3b:</i> Ensure that AECT is financially solvent.	<ol style="list-style-type: none"> <li>Develop an annual balanced budget with 5% growth.</li> <li>Increase attendance at conventions by 10% each year for the next three years (equal distribution between international/national representation).</li> <li>Explore increasing conference registration fees.</li> <li>Create a sustainable Affiliate membership fee.</li> </ol>	<p>Review the International Members Convention Registration.</p> <p>Review the fee for Student Membership and adjust based on perceived value.</p>	<p>Review AECT subsidies for membership/conference registration.</p> <p>Encourage members to apply for grants that build AECT in as a partner.</p>	<p>Review investment possibilities.</p> <p>Explore increasing membership dues.</p>	



<p><i>Objective 3c:</i> Support autonomy among divisions and affiliates.</p>	<ol style="list-style-type: none"> <li>1. Continue to encourage divisions to seek publishing outlets.</li> <li>2. Explore opportunities in electronic publishing.</li> <li>3. Increase membership by 5% annually to increase division funding by 10%.</li> <li>4. Increase educational partners by adding 2 new a year (by approaching publishers, corporations, and educational institutions).</li> <li>5. Explore Webinars.</li> <li>6. Promote certification endorsements.</li> </ol>	<p>Create membership drive.</p> <p>Encourage divisions to recruit new members.</p> <p>Monitor new membership; Review membership drive.</p>	<p>Revise drive based on feedback; Evaluate and continue</p>	<p>Encourage divisions to recruit new members; Monitor new membership; Review membership drive; Revise drive based on feedback; Evaluate and continue</p>	<p>Membership grew 20% since 2014.</p>
<p><i>Objective 3d:</i> Implement sustainable organization policies.</p>	<ol style="list-style-type: none"> <li>1. Set up a systematic bi-annual review for products and services to determine which to focus on.</li> <li>2. Determine feasibility of a virtual headquarters office.</li> <li>3. Provide quarterly financial reports to the Board.</li> <li>4. Distribute monthly financial reports to the Executive Committee.</li> <li>5. Prepare a board development plan (finances, leadership, engagement).</li> <li>6. Determine feasibility of an AECT employee benefits program.</li> </ol>	<p>Review a proposal for an AECT employee benefits program.</p>	<p>Assess AECT's products and services.</p>		

**Goal 4: Support the AECT Bylaws.**

Objectives	Action Items	2015	2016	2017	Progress
<i>Objective 4a:</i> Establish governance consistent with AECT Bylaws.	<ol style="list-style-type: none"> <li>Determine appropriate governance structure.</li> <li>Develop a more beneficial working relationship with the ECT.</li> <li>Develop plan in collaboration with the ECT Foundation Board.</li> </ol>		Examine current governance structure.		Convened a half-day Executive Strategy session.
<i>Objective 4b:</i> Facilitate operating procedures for AECT.	<ol style="list-style-type: none"> <li>Acknowledge relevance of culture and tradition.</li> </ol>				
<i>Objective 4c:</i> Monitor progress of Strategic Plan.	<ol style="list-style-type: none"> <li>Revise AECT Strategic Plan.</li> <li>Assure membership has input into strategic planning process.</li> </ol>	Revise 2014 Strategic Plan.  Establish a Strategic Planning Committee.	Assess the strategic planning process.		Board approved the creation of an [standing] AECT Strategic Planning Committee.