



AACE Strategic Plan 2009-2010

GOAL #1: Become a resource of information relevant to the profession.

- ❑ Become an integral part of ICC's process for creating/revising codes and strengthen relationship
 - ❖ Foster continuing relationship with ICC as one that complements their goals
 - ◆ build into ICC
 - ◆ schedule a meeting with ICC and board members
- ❑ Become a clearing house of information
 - ❖ Develop website as a searchable database
 - ◆ conduct a random-sample survey to determine what members would like to have on the website
 - ✓ update message board and add monitor
 - ✓ Continue efforts to establish a searchable Code and Ordinances database within the website
 - ✓ Develop a weekly news brief to keep members up to date on newsworthy issues in between bimonthly newsletters
 - ✓ add news scroll to website
- ❑ Update the AACE Website
 - ❖ Develop a new website
 - ◆ move website from Affiniscap
 - ✓ Develop a web page link of state statutes

Our value proposition

Vocal. Viable. Visible... To the members we serve, to the profession we represent, and to the community at large.

Strategic Goals of the Retreat

- 1) Continue to improve communications between board members and members;
- 2) Develop and practice better followup and followthrough measures to ensure implementation of strategic plan on schedule
- 3) Improve training programs
- 4) Making people aware of AACE
- 5) Promoting code enforcement as a career



- ✓ Make AACE web site a portal for all things code enforcement
- ❑ Promote code safety
 - ❖ Upload powerpoint presentation on safety skills to the website
- ✓ Offer special forum in a breakout room at conference on the topic of officer safety
- ✓ Solicit officer safety programs from other organizations
- ❖ Add articles on code officer safety to AACE newsletter
- ❑ Expand awards program
 - ✓ Require summarization of award project by award winner that could be shared with members
 - ❖ Offer a complimentary scholarship for student to attend any AACE code enforcement training

GOAL #2: Assist and support state associations of code enforcement.

- ❑ Improve communications to convey AACE's commitment to supporting our state associations of code enforcement and to engage state leadership in code enforcement programs on a national level
 - ❖ Conduct one-on-one phone calls, with board members calling states as assigned in current policies and procedures
 - ✓ Office to obtain Sherri Johnston's list of state board leaders and distribute to the board.
- ✓ Continue to make board visits to state associations

- ❑ Build a communication bridge between AACE and states to keep members and state association leaders connected via the website, list serves and teleconferencing
- ❑ Each AACE board member to report monthly on state outreach assignments

GOAL #3: Enhance and expand external and internal communication.

- ❑ Develop an editorial committee
 - ❖ Committee to look at pricing for printed newsletter
 - ❖ Change name of newsletter
- ✓ Continue to expand outreach with other organizations, such as (but not limited to): National League of Cities; National Association of Mayors, National Association of Counties; Keep America Beautiful; Vacant Properties groups



THE AMERICAN ASSOCIATION OF CODE ENFORCEMENT is a national nonprofit association representing the profession of code enforcement. Since its inception, AACE has become the premier association fostering code compliance through its certification program, education, training and enforcement. Today, AACE is the internationally recognized leader in the profession of code enforcement.

Code officers provide essential and beneficial services that ensure quality of life in neighborhood communities from coast to coast. As population density, economic constraints and technology place ever greater pressures on communities, the need and demand for professional code officers continues

- ✓ Send a letter and a brochure about AACE (Carl will work with office to implement within 60 days)
- ❑ Ascertain number of state code enforcement associations that have AACE's web site as a link and determine whether we can get our logo and link onto other association web sites
- ❖ Reach out to groups like Keep America Beautiful to obtain permission to add reciprocal web links (Liz will make the contact within a 60-day deadline)

GOAL #4: Fiscally responsible in operations. (Note: Being fiscally responsible is more appropriately recognized as a regular board duty rather than a strategic plan initiative. As fiduciaries, boards are duty bound to act as a fiscally responsible governing body...)

- ❑ Look at conference but don't sacrifice quality:
 - ❖ Use more local speakers;
 - ❖ Get more sponsors; and
 - ❖ Explore "Plan B" type of educational delivery systems, such as
 - ◆ webinars;
 - ◆ teleconferences;
 - ◆ other self-directed educational tools

- ❑ Look for additional revenue streams by developing programs that increase member benefits and services
- ❑ Review Contracts
 - ❖ Put into policy form
- ❑ Membership (Growth and Retention)
 - ❖ Look at discounted dues for first time members
 - ❖ Attract new members
 - ◆ get word out generally about AACE to attract new members
 - ◆ promote specifically to local jurisdictions
 - ❖ Maintain good retention
 - ◆ update membership brochure

AACE

Code of Ethics

I will uphold the constitutional property rights of all citizens to ensure due process with fairness and consistency.

I will seek to improve the quality of life within my jurisdiction by enforcing all laws in an exemplary manner.

I will strive to inspire public confidence and trust in my profession by performing my duties with honor, integrity, truthfulness and fairness.

I will carefully avoid conflicts of interest, or appearance of impropriety, and will not accept, nor offer, any form of gift for the performance of my duties.

I will strive to become more knowledgeable of my profession through continuous training and education.

I will not permit personal feelings, prejudices nor influences (political or otherwise) to interfere, prohibit or delay the process of enforcement.

BOARD OF DIRECTORS

President: Lora Isaacs

First Vice President: Sherri Johnston

Second Vice President: Roy Fyffe

Third Vice President: Jeffery Tennill

Treasurer: Gail Bosgieter

Secretary: Deborah Leigh

Sergeant-at-Arms: Terry Suggs

Immediate Past President: Carl Smart

2010 AACE Strategic Plan — Tactics and Action Steps Worksheet: Project Work Program

GOAL #1: Become a resource of information relevant to the profession.

Strategy/Tactic #1: Become an integral part of ICC's process for creating/revising codes and strengthen relationship

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Foster continuing relationship with ICC as one that complements their goals	Build into ICC ICC test to be given at conference	\$0	All	On Going	
	Same As #1 Above	Schedule a meeting with ICC a board members		ALL		7/1/10

Strategy/Tactic #2: Become a clearing house of information

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Develop web site as a searchable database	Conduct a random-sample survey to determine what members would like to have on the website		3 rd VP & Webmaster	On Going	07/22/13 (suggestions in Forum)

Strategy/Tactic #3: Update the Website

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Redesign website	Work with Affiniscape	\$\$	Webmaster	On Going	7/19/13

Strategy/Tactic #4: Promote Code Safety

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Upload powerpoint presentation on safety skills to the website		\$0	SJ	2/1/11	2/1/11
2	Add articles on code officer safety to AACE newsletter			Past President		11/1/10

Strategy/Tactic #5: Expand awards program

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Offer a complimentary scholarship for student to attend any AACE code enforcement training	(to be updated)	\$500	President	On Going	

Goal #2: Assist and support state associations of code enforcement.

Strategy/Tactic #1: Improve communications to convey AACE’s commitment to supporting our state associations of code enforcement and to engage state leadership in code enforcement programs on a national level.

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Communicate with board members contacting states as assigned in current policies and procedures		\$\$	All	On Going	

Strategy/Tactic #2: deleted since same as number 1

Strategy/Tactic #3: Each AACE board member to report on state outreach assignments

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1		A contact list to be sent to the board Monthly Starting 1/31/11	\$\$	ALL	Monthly	On Going

Goal #3: Enhance and expand external and internal communications.

Strategy/Tactic #1: Develop an editorial committee

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Committee to look at pricing for printed newsletter	Delete – no longer print	--	--	--	--
2	Change name of newsletter	done	\$0	Past President	5/31	10/1

Strategy/Tactic #2: Ascertain number of state code enforcement associations that have AACE’s web site as a link and determine whether we can get our logo and link onto other association web sites

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Verify on line and contact State Associations as needed		\$\$	3 rd VP Webmstr	On Going	04/01/13 (all state assoc. are now mutually linked)

Goal #4: Fiscally responsible in operations. (Note: Being fiscally responsible is more appropriately recognized as a regular board duty rather than a strategic plan initiative. As fiduciaries, boards are duty bound to act as a fiscally responsible governing body...

Strategy/Tactic #1: Look at each conference but don't sacrifice quality

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Use more local speakers		\$\$	1 st VP	On Going	
2	Get more sponsors	Maintain established list		1 st VP	On Going	
3	Explore "Plan B" type of educational delivery systems	Webinars-		1 st VP	On Going	
	Same As #3 Above	Teleconferences		1 st VP	On Going	
	Same As #3 Above	Other self-directed educational tools		1 st VP	On Going	

Strategy/Tactic #2: Look for additional revenue streams by developing programs that increase member benefits and services

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Contact Sponsors		\$\$	ALL	On going	

Strategy/Tactic #3: Review Contracts and Other Agreements

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Put into policy form		\$\$	ALL	On going	

Strategy/Tactic #4: Membership (Growth and Retention)

#	Action Step	Description	Cost	Board Member	Date Due	Date Done
1	Look at discounted dues for first time members		\$\$	3 rd VP	On Going	(Fall 2012)
2	Attract new members	Get word out generally about AACE to attract new members, Promote specifically to local jurisdictions		3 rd VP	On Going	
3	Maintain good retention	Update membership brochure		3 rd VP	On Going	