

AEJMC Strategic Plan Information Sheet Frequently Asked Questions

Journalism is essential to our democracy. A first-rate educational system and ongoing scholarship are vital to advancing a dynamic and efficient discourse between the world's governments and its societies.

To ensure ongoing leadership in these areas, AEJMC invited its membership to develop the association's preferred future. Participants identified developments and trends facing journalism and mass communication, examined their effects on the academy and industry, and created themes for journalism education in the next decade and beyond.

What emerged from this process is a set of clear and compelling directions that will position AEJMC to help its membership create cutting-edge knowledge through real-world experience with visionary leadership development. The following questions/answers are intended to address highlights of the strategic plan. Additional information is available at www.aejmc.org.

What are we voting on at the 10 a.m., Friday, Aug. 8, business meeting?

The AEJMC membership will vote on whether or not to adopt the eight strategic directions that will determine where the organization will direct its service and growth efforts in the future.

What are the eight strategic directions?

- Create Brand Awareness
- Develop Financial Strategies
- Develop Membership Programs
- Create Innovative Scholarship Center
- Build Academy and Industry Prestige
- Redefine Internal Structure
- Expand Expertise Everywhere
- Engage Globally and Multiculturally

How were these strategic directions identified?

Over the past 18 months ALL members have been invited to envision AEJMC's future through participatory and informational meetings at the annual meeting, in online surveys, through the Web site, in conference calls, informational materials, through newsletter and e-mail notices.

What kind of response was there?

More than 1,000 members from all divisions, interest groups and other areas participated.

What happens if these directions are approved?

An implementation team will use the strategic directions to develop an implementation plan. This comprehensive plan will identify specific goals, objectives, timetable, budget and related items that will help the association realize its full potential.

What is an example of this?

One possible strategy for implementing the "Develop Membership Programs" direction could be to create association-wide regional meetings to provide more venues for research presentations and teaching panels.

How might the membership benefit from supporting this vote?

The plan is to provide more outlets for research, better year-round services, more teaching resources and a stronger global presence for AEJMC.

When might the membership start to see some results from the planning?

It is anticipated that it will take two to three years for projects to get underway and for some changes to become noticeable.

What might happen to my division or interest group?

Divisions and interest groups represent a key strength of the association. Division and interest group members will have further opportunities to share ideas on how they can best serve the needs of current and prospective members in an environment of constant change. The goal is to make the whole organization more flexible, responsive and creative.

There are no specific mandates under the strategic directions (which are just that —"directions"), other than to consider options that are suggested as pathways to the direction(s). And there are many paths to the same direction. Redefining the Internal Structure does not necessarily mean that divisions will be merged or abolished. Of course that is a possibility if so desired by the membership. And Creating Brand Awareness does not necessarily mean a name change.

How is diversity addressed in the strategic plan?

Engaging globally and multiculturally is one of the strategic directions that strengthens AEJMC's commitment to diversity in every sense of the word, from cultural, racial, gender and sexual preference to global and multicultural and diversity of ideas and intellectual discourse. The First Amendment freedoms will remain a key AEJMC cornerstone.

When would the implementation team begin its work?

If the Strategic Directions are approved at the AEJMC Business Meeting, the implementation team's first meeting will be at noon on Saturday, Aug. 9. The committee will report to the membership through the newsletter, Web site and at the 2009 Convention.

Will the membership have the opportunity to approve the implementation team recommendations?

All recommendations on action items go the Board of Directors for approval. Any recommended structural or procedural changes would first need Board approval and then would go to the membership for consideration.

How can I get involved in implementing the plan if approved?

There will be comment/volunteer cards available during the 8:15 a.m. and 6:45 p.m., Thursday, Aug. 7, Strategic Plan sessions. After the convention, you may email aejmcpr@aol.com or contact any of the members of the Implementation Committee, which will be listed on the AEJMC Web site.

What if the membership rejects the recommended directions?

A strategic plan will not be developed. The information gleaned from the process will continue to be shared with AEJMC groups and leadership. The Board will consider whether the directions may become the basis for further study by Task Forces or existing groups, or whether any of the directions should become guiding principles for the association.
