

## 3-5 YEAR PRACTICAL VISION

What must be in place in 3-5 years for AEJMC to reach its full potential?

*AEJMC Strategic Planning Work Session*

*Washington, DC, August 8, 2007*

**Strengthened shared core values while respecting intellectual interests**

Rethinking and re-designing organization infrastructures of AEJCM, ASJMC, accreditation

Adopt cohesive mission, values statement

Internal boundary-spanning to affirm shared core values

Continuity of leadership within divisions

Monitor the external environment to assess change

Seek to offer resources to increase diversity

Better use of past leaders

**Full-service marketing and communication infrastructure**

Marketing AEJMC's values, services to all constituencies

Using marketing/communication function to express AEJMC views on professional issues

Field a recognized go-to voice to link to various publics

Expand office PR efforts and strategies

Communication Infrastructure – database, web, staff

Establish research institute with practitioner role

Develop research collaborations with industry

**Expanded staff capacity and resources to support fundraising and growth**

Relocate central office

Develop revenue-generating capacity to permit creative/responsive programming

Development officer: new sources of funding

Staff to recruit international and professional members

Expand central office: development, global, member services, outreach to professions

Revenue streams broadened

**Evaluated and expanded member services and programs.**

Create virtual and real opportunities to bring constituencies together

Expand online resources and training

Web network that matches larger goals of AEJMC

Consider new convention presentation opportunities – web, brief papers, etc.

Do regional conferences

**Professional and public partnerships/outreach**

External boundary-spanning to identify/connect with key constituencies

Collaboration with other communication organizations/professional constituencies to cope with changing international environment

Standing committee on external relations, including industry members

Master our understanding of how interdisciplinary research and teaching can leverage desired connections with constituencies and public

Stronger industry and professional partnerships

**AEJMC IS re-named, reorganized, refocused on expertise externally**

Reinvent AEJMC for the new challenges of its second century

A national organizational structure that projects expertise as organization's key offering

Consider a name change

**Substantial international membership and be recognized as the global leader in JMC Education.**

Strengthen external partnerships for addressing global issues

Global boundary-spanning to internationalize AEJMC

**Systematic process for identifying, recruiting and involving JMC educators and students**

Fully functioning welcome process for new members

Reach out to non-participants