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

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
Consider a name change

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

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