

What innovative practical actions will deal with the contradictions and move us toward our vision over the next 3 years?
AEJMC Strategic Directions Work Session, St. Louis, MO, December 1-2, 2007

Create Brand Awareness	Build Academy and Industry Prestige/Reputation/Influence	Develop Financial Strategies	Redefine Internal Structure
<ul style="list-style-type: none"> • Change name not a top priority; talk about more important things • Forget name change • Change name short and powerful • Brand name to encompass diversity and core values • Operational core values • Revise mission to improve a) identity b) partnerships c)internationalize • Competition for a) web site b) logo c) tagline; identity branding 	<ul style="list-style-type: none"> • Town Hall meetings with professors, administrators, professionals, etc.; State of journalism education • Relocate headquarters • Refocus public face: name change; clarify mission; cumulative database; higher profile; web network for scholars; public face; move HQ to DC, NYC; develop endowment award for JMC; news you can use; expand/distribute scholarship • Internal/external relations teams; publicity; campaign; outreach; lobbying • Reward, promote leadership • Add NYC to conference rotation • 1st Amendment Scholastic Journalism Awards • Give +/- Media Awards • Empower the President • Media relations • Centralize division; web activities more effective 	<ul style="list-style-type: none"> • Hire staff to develop new \$ streams • Financial streams beyond dues, convention; endowment; grants that get us the goals • Become a full scale publishing house • Grants/fundraising function • Hire a fundraiser • Year-round program for profit • Explore cost saving methods (no print publications) 	<ul style="list-style-type: none"> • Redeploy Divisions: Limit #; Mechanism for change; Inventory interests • Involve affiliates • Have regional conventions • Unify organization vertically and horizontally • Division assessment/customization • Change organization structure: more regional meetings; Board positions – add youth; member unit category (MA, PhD, etc.) • Coordinate Diversity efforts • Core Structure Management: Board; COD; Staff; Web Master

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Develop Membership Program	Expand Expertise Everywhere	Create Innovative Scholarship Center	Engage Globally and Multiculturally
<p>(Purposes to include: retention; recruitment; engagement; service offerings/benefits; levels – affiliates, new, emeritus, rank, research, etc.)</p> <ul style="list-style-type: none"> • New Member tiers/event fundraising • Target UG students • Membership Drive: industry, domestic (diversity), international • Provide incentives to Members: research fellows, teaching fellows, online mentoring, interdisciplinary workshops 	<ul style="list-style-type: none"> • Focus research expertise externally by creating a database of experts • Central base as knowledge source • Enhance accessibility of research • Create expert database/Hot line 	<ul style="list-style-type: none"> • Establish incubators (Think Tank) • Exchange research training 	<ul style="list-style-type: none"> • Tap U.S. \$ for International exchange and development • Intensify global agenda • American Centered: internationalism, free expression, deep democracy