Strategic Plan
2016 Progress Report

14 July 2016

Mission
Provide international leadership by promoting scholarship and best practices in the creation, use, and management of technologies for effective teaching and learning.

Vision
We seek to be the premier international organization in educational technology, the organization to which others refer for research and best practices.

Values
1. We value Leadership
2. We value Financial Stability
3. We value Collaboration
4. We value Professional Standards
5. We value Sustainability

Goals
Goal 1: Internationally recognized by policy makers and stakeholders as experts for the improvement of teaching and learning.
Goal 2: Actively engage as professionals and leaders in the field of educational communications and technology.
Goal 3: Maintain a dynamic, yet sustainable, scholarly community responsive to change.
Goal 4: Support the AECT Bylaws.
Strategies

Goal 1: Internationally recognized by policy makers and stakeholders as experts for the improvement of teaching and learning.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Action Items</th>
<th>2015</th>
<th>2016</th>
<th>2017 Added by Committee (blue)</th>
<th>2018</th>
<th>2019</th>
<th>Progress 2015 (black)</th>
<th>Progress 2016 (green)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3. Increase social media presence.</td>
<td>Enhance social media presence.</td>
<td>3. Contact other organizations to co-author publications, white papers, etc. with AECT.</td>
<td>3. Contact other organizations to co-author publications, white papers, etc. with AECT.</td>
<td>3. Contact other organizations to co-author publications, white papers, etc. with AECT.</td>
<td>Establish online publications to add to the Web site.</td>
<td>Establish online publications to add to the Web site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Deploy an AECT ambassador-training program.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Develop information pieces for broad dissemination.</td>
<td>Develop information pieces for broad dissemination.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Partner with organizations that align with AECT values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Establish online journals.</td>
<td>Establish online journals.</td>
<td></td>
</tr>
<tr>
<td>Objective 1b: Broaden the impact of AECT publications.</td>
<td>1. Move our journals to the next level of impact.</td>
<td>Develop information pieces for broad dissemination.</td>
<td>Identify thought leaders outside AECT and send them AECT publications</td>
<td>Identify thought leaders outside AECT and send them AECT publications</td>
<td>1. Seven books and briefs under contract with Springer.</td>
<td>1. Seven books and briefs under contract with Springer.</td>
<td>1. Seven books and briefs under contract with Springer.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Frame a charge to the editors for ideas to move the journals to another level.</td>
<td>Establish online journals.</td>
<td>Look at other fields where we can create a partnership and conduct research and/or conceptual publications (see possible areas here)</td>
<td>Look at other fields where we can create a partnership and conduct research and/or conceptual publications (see possible areas here)</td>
<td>2. Major Reference Work in progress</td>
<td>2. Major Reference Work in progress</td>
<td>2. Major Reference Work in progress</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Enter into agreements with additional publishers for publications.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4. 3rd AECT online journal in process</td>
<td>4. 3rd AECT online journal in process</td>
<td></td>
</tr>
</tbody>
</table>

14 July 2016
| Objective 1c: Broaden the reach of AECT conventions. | 1. Increase the value of the events for members. | Implement virtual events associated with AECT conventions. | 1. Increase attendance of following audiences: department chairs (10), deans (10), U.S. DoE (1), international attendees (20), faculty members (20), practitioners(?) | 1. Implemented Growth Plan
2. Tech Saturday hosted at Indy 2015
3. First virtual conference event hosted for LV 2016
4. 2015 Convention evaluation completed
5. 2016 Convention evaluation being revised
6. 2015 Convention attendance exceeded 2014 by slight margin
7. Representative from US Department of State attended and activities related to online English Language learning are continuing with work on design standards
8. Number of sponsoring universities at 2015 Convention was greatest ever
9. Multiple Media blasts promoting Vegas 2016
10. Implemented a content review of the Convention Programs for 2010-15
11. Over 30 AECT presentations on Vimeo
12. Produced 5 video promo pieces for 2016 convention and sent to members |
| 2. Improve the educational quality of convention sessions. | Develop evaluation process for the convention. | 2. Investigate a date and place to have our first International Convention |
| 3. Make presentations more interactive at convention. | 3. Increase digital access to conventions. | 3. Implemented Growth Plan
2. Tech Saturday hosted at Indy 2015
3. First virtual conference event hosted for LV 2016
4. 2015 Convention evaluation completed
5. 2016 Convention evaluation being revised
6. 2015 Convention attendance exceeded 2014 by slight margin
7. Representative from US Department of State attended and activities related to online English Language learning are continuing with work on design standards
8. Number of sponsoring universities at 2015 Convention was greatest ever
9. Multiple Media blasts promoting Vegas 2016
10. Implemented a content review of the Convention Programs for 2010-15
11. Over 30 AECT presentations on Vimeo
12. Produced 5 video promo pieces for 2016 convention and sent to members |
| 4. Increase digital access to conventions. | 4. Increase professional growth and leadership development. | 4. Hold a meeting with AECT and DoE leadership. |
| 5. Increase professional growth and leadership development. | Objective 1d: Broaden the reach of AECT’s advocacy efforts with policy makers. | 1. Publish several policy briefs
2. Published AECT statement regarding Indiana Religious Freedom Act
3. Policy brief on LEARNING & TECHNOLOGY out for member comment
4. AECT recognized in Chronicle of Higher Ed article about instructional design
5. Development of a set of online course design standards in progress for US Department of State
6. Multiple webinars delivered since July, 2015 |
| 1. Appoint Government Relations Committee members. | 1. Deliver AECT sessions at the annual conferences of the regional & international accreditation agencies |
| 2. Identify policy makers and key stakeholders. | 2. Create country ambassador program and include in the role the ability to make some contact with policy makers |
| 3. Determine strategies to get into educational policy-making organizations. | | |
| 4. Hold a meeting with AECT and DoE leadership. | | |
| Objective 1e: Broaden the impact of AECT Standards. | 1. Promote the adoption of AECT Standards for Professional Education Programs within 4-6 related academic programs. | Enact a revised academic program endorsement program. | 1. See note for Objective 1d regarding standards for online courses. |
| 2. Review AECT Standards in the context of alignment with mission/vision. | 2. Enact a revised academic program endorsement program. | 2. Total of 3 graduate certificate programs now reviewed and approved – 3 in progress. |
| 3. Revise and update Standards. | 3. Analyze possible overlap/redundancy with ibstpi and other standards |
| 4. Determine initiative to get Standards into literature base. | | 3. Proposal for Program Certification under advisement. |
| 5. Inform Deans/ Department Chairs of Standards. | | |
### Goal 2: Actively engage as professionals and leaders in the field of educational communications and technology.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Action Items</th>
<th>2015</th>
<th>2016</th>
<th>2017 Added by Committee (blue)</th>
<th>2018</th>
<th>2019</th>
<th>Progress 2015 (black)</th>
<th>Progress 2016 (green)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective 2a:</strong> Promote opportunities for more frequent collaboration and networking.</td>
<td>1. Encourage divisions to develop their own plan and strategy for increased collaboration. 2. Align division goals with strategic plan goals. 3. Publicize publication opportunities. 4. Promote collaboration workshops at the conference with specific deliverables, such as conference proposals, journal article or handbook chapter draft, technical product and lesson plan.</td>
<td></td>
<td></td>
<td>1. Report, revise, and evaluate 2. SMT speed dating session 3. Create “areas of interest” fields in the AECT member database 4. Permit searching by areas of interest 5. Identify consultant to manage AECT’s social media avenues.</td>
<td></td>
<td></td>
<td>1. 1. Implemented Growth Plan 2. Developed Division spreadsheet for Mission, Officer Positions &amp; Terms; added to website 3. Publications brochure created and disseminated</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1. 1. Implemented Growth Plan 2. Developed Division spreadsheet for Mission, Officer Positions &amp; Terms; added to website 3. Publications brochure created and disseminated</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 2b:</strong> Promote the modeling of best practices.</td>
<td>1. Formally recognize best journal articles. 2. Formally recognize best presentations.</td>
<td>AECT divisions edit special issues of Tech Trends.</td>
<td></td>
<td>Implement an exemplary web site. Institute a repository of Open Educational Resources. Sponsor select Massive Open Online Courses (MOOCs)</td>
<td>1. Increase the use of division sponsored webinars for best practices 2. Create special category for best practices by a practitioner 3. Recognize AECT members as experts in specific “best practices” areas 4. These members will be invited to hold best practices seminars and to be available as a mentor</td>
<td></td>
<td>1. SMT TechTrends special issue published in May/June 2015 2. TED TechTrends special issue published May/June 2016 3. New SIG approved for Open Education 4. DDL TechTrends special issue to be published in 2017</td>
<td></td>
</tr>
</tbody>
</table>
### Objective 2c: Convene the Summer Leadership conference.

1. Develop content for Leadership Development activities.
2. Schedule leadership development day as part of Summer Board activities.

<table>
<thead>
<tr>
<th>Objective 2c: Convene the Summer Leadership conference.</th>
<th>1. Have major presentations presented live online</th>
<th>1. Leadership Q-Sort activity 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop content for Leadership Development activities.</td>
<td>2. Schedule leadership development day as part of Summer Board activities.</td>
<td>2. Active engagement of the ECT Foundation Board</td>
</tr>
<tr>
<td>2. Schedule leadership development day as part of Summer Board activities.</td>
<td>3. Plan sessions on AECT Strategic Plan</td>
<td>3. Plan sessions on AECT Strategic Plan</td>
</tr>
</tbody>
</table>

### Objective 2d: Promote leadership development.

1. Identify potential candidates for the Internship program.
2. Formalize division policies for becoming a leader.
3. Determine a structure to identify leaders and match them with their passion.
4. Maintain an accessible database of AECT leaders and their roles, as well as future leaders and their areas of interest.
5. Convene quarterly Webinar Q & A sessions on matters related to AECT leadership.

<table>
<thead>
<tr>
<th>Objective 2d: Promote leadership development.</th>
<th>1. Implemented several educational webinars</th>
<th>1. Implemented several educational webinars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Formalize division policies for becoming a leader.</td>
<td>3. Revisions to the Internship Program implemented</td>
<td>3. Revisions to the Internship Program implemented</td>
</tr>
<tr>
<td>3. Determine a structure to identify leaders and match them with their passion.</td>
<td>4. LDC implementation of a mentoring program post-Internship</td>
<td>4. LDC implementation of a mentoring program post-Internship</td>
</tr>
<tr>
<td>4. Maintain an accessible database of AECT leaders and their roles, as well as future leaders and their areas of interest.</td>
<td>5. AECT website updated with new Division officers shortly after Indy convention</td>
<td>5. AECT website updated with new Division officers shortly after Indy convention</td>
</tr>
<tr>
<td>5. Convene quarterly Webinar Q &amp; A sessions on matters related to AECT leadership.</td>
<td>6. Strong encouragement to have officer candidate slates complete prior to the end of the Indianapolis convention by adding this to the Member Meeting agenda</td>
<td>6. Strong encouragement to have officer candidate slates complete prior to the end of the Indianapolis convention by adding this to the Member Meeting agenda</td>
</tr>
<tr>
<td>6. Strong encouragement to have officer candidate slates complete prior to the end of the Indianapolis convention by adding this to the Member Meeting agenda</td>
<td>7. Sponsor identified for the AECT Design &amp; Development Competition</td>
<td>7. Sponsor identified for the AECT Design &amp; Development Competition</td>
</tr>
</tbody>
</table>

### Objective 2e: Develop a speakers and writers bureau for AECT members.

1. Determine means to distribute current information and news on educational opportunities.
2. Develop policy on what kinds of information/news/events can be promoted.

<table>
<thead>
<tr>
<th>Objective 2e: Develop a speakers and writers bureau for AECT members.</th>
<th>1. Speakers and Writers Bureau in place on AECT website</th>
<th>1. Speakers and Writers Bureau in place on AECT website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Determine means to distribute current information and news on educational opportunities.</td>
<td>2. Develop a list of contacts, media outlets, etc. to broadcast this list to. These should be differentiated by topic</td>
<td>2. Develop a list of contacts, media outlets, etc. to broadcast this list to. These should be differentiated by topic</td>
</tr>
<tr>
<td>2. Develop policy on what kinds of information/news/events can be promoted.</td>
<td>3. Use this as an opportunity to cultivate future corporate, k-12, and higher education sponsors. Send speakers to their events and ask for them to sponsor an event at AECT conference</td>
<td>3. Use this as an opportunity to cultivate future corporate, k-12, and higher education sponsors. Send speakers to their events and ask for them to sponsor an event at AECT conference</td>
</tr>
</tbody>
</table>

### Objective 2f: Review, revise, update, and make membership aware of the Code of Ethics.

1. Develop a plan and a timeline for the review/revision/publication of the AECT Code of Ethics.
2. Determine if publication of column on ethics is more appropriate for Web site.
3. Explore an international Code of Ethics.

<table>
<thead>
<tr>
<th>Objective 2f: Review, revise, update, and make membership aware of the Code of Ethics.</th>
<th>1. Nominating Committee revised application materials and process to address campaigning beyond what is allowed at the closing General Member meeting at each Convention</th>
<th>1. Nominating Committee revised application materials and process to address campaigning beyond what is allowed at the closing General Member meeting at each Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop a plan and a timeline for the review/revision/publication of the AECT Code of Ethics.</td>
<td>2. Charge the Ethics Committee to develop a plan for the action item</td>
<td>2. Charge the Ethics Committee to develop a plan for the action item</td>
</tr>
<tr>
<td>2. Determine if publication of column on ethics is more appropriate for Web site.</td>
<td>2. Author an open source casebook composed of case studies that help members to apply the code of ethics</td>
<td>2. Author an open source casebook composed of case studies that help members to apply the code of ethics</td>
</tr>
<tr>
<td>3. Explore an international Code of Ethics.</td>
<td>3. Nominating Committee revised application materials and process to address campaigning beyond what is allowed at the closing General Member meeting at each Convention</td>
<td>3. Nominating Committee revised application materials and process to address campaigning beyond what is allowed at the closing General Member meeting at each Convention</td>
</tr>
</tbody>
</table>
### Objective 3a: Promote the benefits of membership.

1. Promote the benefits of membership to the membership.
2. Promote the benefits of membership to AECT affiliates.
3. Ensure that our documents and "institutional memory" (minutes, communications, etc.) are available via the AECT website.

**2017 Action Items**
- Develop a new membership initiative.
- Provide membership brochures.
- Review the International Convention Registration.
- Review the fee for Student Membership and adjust based on perceived value.

**2018 Action Items**
- Develop electronic access to membership brochure.
- Review AECT subsidies for membership/conf. registration.
- Encourage members to apply for grants that build AECT in as a partner.
- Review investment possibilities.

**Progress Report**
- Deliver AECT presentations at conferences without a professional association.
- Review investment possibilities.
- Explore increasing membership dues.

**2019**
- Membership drive launched in 2015.
- Minutes from Executive Committee and AECT Board meetings are available to all members.
- Growth plan activities continued in 2016.
- Continued support for expansion of Legends and Legacies project.
- Approved 12 requests for research participation by AECT members.
- Plan for contacting members whose membership has lapsed.

### Objective 3b: Ensure that AECT is financially solvent.

1. Develop an annual balanced budget with 5% growth.
2. Increase attendance at conventions by 10% each year for the next three years (equal distribution between international/national representation).
3. Explore increasing conference registration fees.
4. Create a sustainable Affiliate membership fee.

**2017 Action Items**
- Review the International Members Convention Registration.
- Review the fee for Student Membership and adjust based on perceived value.

**2018 Action Items**
- Review AECT subsidies for membership/conf. registration.
- Encourage members to apply for grants that build AECT in as a partner.
- Review investment possibilities.

**Progress Report**
- Increased division allocation for awards and recognition to $750.
- New partnership with Lumen and Open Education SIG (includes grant funding).
- All activities reviewed for grants that will fund AECT in 2016.
- Increased AECT Convention registration for all categories.
- Revised pricing structure of the archived Keynote and Presidential sessions at the Convention.

**2019**
- Budget is (and has been) balanced every year with reasonable carryover and no cash flow concerns.
- 2015 review of and International Affiliate member fees and sliding scale implemented.
- Increased AECT Convention registration for all categories.
- Revised pricing structure of the archived Keynote and Presidential sessions at the Convention.

### Objective 3c: Support autonomy among divisions and affiliates.

1. Continue to encourage divisions to seek publishing outlets.
2. Explore opportunities in electronic publishing.
3. Increase membership by 5% annually to increase division funding by 10%.
4. Increase educational partners by adding 2 new a year (by approaching publishers, corporations, and educational institutions).
5. Explore Webinars.
6. Promote certification endorsements.

**2017 Action Items**
- Create membership drive.
- Encourage divisions to recruit new members.
- Monitor new membership; Review membership drive.

**2018 Action Items**
- Develop a new membership initiative.
- Provide membership brochures.
- Develop electronic access to membership brochure.

**Progress Report**
- Membership in 2015 grew 20% since 2014.
- Division funding to support Summer meeting participation increased to $1,500.
- Membership in 2016 up 15% since 2015.
- All activity items ongoing as part of the Growth Plan.
- New partnership with Lumen and Open Education SIG (includes grant funding).
- Increased division allocation for awards and recognition to $750.

### Objective 3d: Implement sustainable organization policies

1. Set up a systematic bi-annual review for products and services to determine which to

**2017 Action Items**
- Review a proposal for an AECT employee benefits
- Assess AECT’s products and services.

**2018 Action Items**
- Provide employees benefits program January 2016.

**Progress Report**
- Employee benefits program adopted by the Board in October 2015 for 2016 implementation.
- Quarterly budget reports to the Board from the Exec Director.
- Completed and implemented employee benefits program January 2016.
2. Determine feasibility of a virtual headquarters office.
3. Provide quarterly financial reports to the Board.
4. Distribute monthly financial reports to the Executive Committee.
5. Prepare a board development plan (finances, leadership, engagement).
6. Determine feasibility of an AECT employee benefits program.

### Goal 4: Support the AECT Bylaws.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Action Items</th>
<th>2015</th>
<th>2016</th>
<th>2017 Added by Committee (blue)</th>
<th>2018</th>
<th>2019</th>
<th>Progress 2015 (black)</th>
<th>Progress 2016 (green)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective 4a:</strong> Establish governance consistent with AECT Bylaws.</td>
<td>1. Determine appropriate governance structure.</td>
<td></td>
<td></td>
<td>Examine current governance structure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Develop a more beneficial working relationship with the ECT Foundation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Develop plan in collaboration with the ECT Foundation Board.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 4b:</strong> Facilitate operating procedures for AECT.</td>
<td>1. Acknowledge relevance of culture and tradition.</td>
<td></td>
<td></td>
<td>1. Increase accessibility of procedures to membership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 4c:</strong> Monitor progress of Strategic Plan.</td>
<td>1. Revise AECT Strategic Plan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Establish a Strategic Planning Committee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Assess the strategic planning process.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Revise and implement Strategic Plan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Convened a half-day Executive Strategy session
2. Explored option of governance review with Board in Oct, 2015. Board did not support this review
3. Initiated executive meetings with AECT Executive and ECT Foundation Executive
4. Invited ECT Foundation to actively engage in Summer meeting sharing and activities
5. Having Divisions share their own Bylaws

1. Extensive review and revision to AECT Awards information and website update
2. Committee in final stages of completion of report and recommendations

1. 2015 progress report at Summer meeting
2. 2015 revisions to the plan adopted at Summer meeting in Indianapolis
3. October 2015 Board approved creation of the Strategic Planning Committee