

AIEA Proposed Implementation Plan of the Strategic Plan 2007-2012

I. PROFESSIONAL DEVELOPMENT AND PROGRAMMING:

GOAL: As the only professional organization focusing exclusively on leadership in international education, AIEA should support and enhance the professional development needs of its members.

Objective: AIEA should develop a broader range of high quality professional development programs and resources designed to meet the varying needs of established new, and potential senior international education leaders.

Implementation Plan:

Three main target groups have been identified for professional development/programming (PDP):

- Established senior international leaders who need continuing discussions of key issues
- New international leaders who need quickly to master their jobs;
- Potential international leaders who need to develop their skill-sets and competencies.

In order to accomplish the above objective, AIEA should:

- Establish a standing Professional Development Committee. The Committee will create and implement an annual action plan and budget consistent with AIEA's mission and based on identified member needs. The Executive Committee should budget substantial annual funding for professional development.
- Develop and implement a mentoring program to cultivate institutional development and leadership
- Design broad range of high quality professional development programs and resources designed to meet the varying needs of each group listed above within an overall framework of a career pathway

II. NETWORKING/RELATIONSHIP BUILDING:

GOAL: AIEA is a small, but highly expert organization. To increase its influence and leverage, AIEA must expand connections and collaborations with other organizations.

Objective: AIEA's Executive Committee should make a concerted effort to increase AIEA's formal and informal connections to other local, state, national and international organizations with which we share common interests and goals. To meet this objective, networking efforts will be shared by the Executive Committee and its standing committees and advisory boards.

Implementation Plan: AIEA's efforts in this regard should include:

- Establish ad hoc committee to develop recommendations and plan for networking
- Identify and prioritize wide range of likely colleagues, allies, stakeholders and partner organizations with whom AIEA members can network and collaborate
- Publicize AIEA meetings and activities with other appropriate organizations
- Participate as AIEA representatives in other professional meetings
- Invite partners to participate in AIEA meetings, on panels, etc.

- Conduct policy briefs on current issues
- Continue Advocacy Day in collaboration with other groups
- Link our web page to sister organizations
- Encourage and facilitate more campus-based presence in DC
- Ensure that each committee and board's plans of action incorporate strategies for building appropriate relationships and networks

III. ADVOCACY/POLICY:

GOAL: Given AIEA's expertise and organizational mission, AIEA should proactively identify and influence key policy issues at the national, state and regional levels

Objectives. AIEA should:

- (1) identify key policy issues and obtain and distribute to members relevant information on them,
- (2) find an effective way of discussing these issues within the membership,
- (3) establish a clearly articulated position or policy relating to such issues and
- (4) effectively present this set of policy perspectives to policymakers and other influential groups and individuals.

Implementation Plan:

In order to accomplish these objectives, AIEA should:

- Establish a Policy Advisory Board of AIEA which will develop an annual action plan and budget to submit to the Executive Committee for approval which includes the identification of 2-3 key policy issues
- Publish AIEA position statements on key policy issues, and develop ways to produce and reiterate statements (conference sessions, special get-togethers, etc) which lend them credibility. As part of this, create a primer for members (especially those on the leadership track) on key issues.
- Be prepared personally to represent AIEA in Washington D.C. whenever possible through its President, Executive Committee or Advisory Board members. Funding for Washington visits should be made a part of the regular AIEA budget.

IV. MEMBERSHIP:

GOAL: AIEA needs to grow and diversify its membership in terms of types of institutions and variety of senior international officers in order to fulfill its mission.

Objective: AIEA should initiate a major membership recruitment effort aimed at traditional members (senior international education leaders) but also targeting faculty and staff within AIEA's member organizations who are emerging senior leaders. The goal of this drive should be to double AIEA's membership. In these recruiting efforts, AIEA's strengths will be delineated along with specific member benefits.

Implementation Plan:

- * Implement newly defined membership categories.
- * Establish a new membership standing committee which will be charged with the following tasks: 1) set recruitment target annually (20% growth), 2) develop and implement annual recruitment plan

V. ORGANIZATION:

GOAL: In order to implement this strategic plan, AIEA will develop a more effective organizational structure.

Objective: AIEA's revised organizational structure will include 3 standing committees (Membership, Nominations, and Professional Development) and 3 advisory boards (Conference Planning, Editorial, and Public Policy).

Implementation Plan:

AIEA's organizational structure will be revised to reflect the following:

- * Each standing committee is chaired by a current member elected by the membership; chairs will be members of the Executive Committee and will serve three year terms.
- * Five additional committee members for each committee will be nominated by the chairs from the membership and approved by the Executive Committee. Members will serve staggered three-year terms.
- * Three advisory boards will be established with chairs appointed by the Executive Committee. Board members will be selected by the chairs from nominations from the membership; the Executive Committee will approve these appointments. Editorial and Policy Board members will serve staggered three-year terms. Conference Board members serve 1-year terms.

Meetings of all standing committees and advisory boards held at the annual conference will be open to all members of AIEA

How AIEA committees and boards function:

The Executive Committee will establish term limits for leadership positions, and ensure that leadership roles rotate. Job descriptions for leadership positions will be developed, so that members clearly understand what is expected of them, and to what level of effort they will have to commit.

VI. ACCOUNTABILITY:

The Executive Committee, along with AIEA's Standing Committees and Advisory Boards will develop a yearly action plan, keyed to the strategic plan, which sets out goals and objectives under major headings, and describes the resources AIEA will commit, the persons or groups responsible for implementation, the specific deliverables which are expected, and a timetable. These plans will be presented at the fall Executive Committee meeting. Each committee and advisory board will submit a final written annual report and a written action plan for the coming year to the membership during the annual business meeting.

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