**ACES 2019-2020 Action Plan**

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| **Initiative** | **Goal** | **Strategies** | **Indicators of Success** | **Leads/Team** | **Timelines** | **Status** |
| Scholarly Publications | Two papers will be published in peer-reviewed venues | Explore a thematic special edition of JHEOE (or other targeted journal), or develop an ACES monograph with a series of articles solicited from ACES members | Special issue/monograph is in press or published | Hi Fitzgerald  Ted Alter  Beth Velde  Susan Gust | May 15, 2019:   * Lynn and Andy will have the paper finished for review * Editorial leads will contact JHEOE for special edition | JHEOE contacted; Editorial Board accepted; looking for timeline |
| Involve ACES members, who have indicated interest, as reviewers |
| Integrate monograph with a horizontal platform of discussion of the topic that has a broader reach (e.g. using social media) |
| Sponsor sessions at national conferences that feature articles and showcase ACES |
| Podcast series | Develop a business plan | Form a committee to do market assessment and form partnerships as appropriate | We know what our role in project looks like  Put process in place for generation of story ideas  First podcast in series is completed | Tim Franklin  Karen Bruns  Katy Campbell | In 60 days:   * First meeting of committee May 21, 2019. Members now identifying sub-committees.   In 6 months:   * Committee established and tasks identified * “Go – No Go” * Plan B is in place (e.g. perhaps a different model is recommended) |  |
| Recommendations submitted to Board |
| Establish partnership (production, marketing, funding, etc. as needed) |
| Business plan approved by Board |
| Create development blueprint (design, production, deliverables, etc.) |
| Develop content (stories) |
| Asset Mapping of ACES | Asset mapping of members for benefit of fellow members and as a public resource | Survey ACES members to identify interests, expertise, experience, etc. For example:   * How do you describe your work? * What are 3 areas in which you do your work or are interested? * What have you been writing, where have you been speaking? * What can you contribute (intellectually, financially) to ACES? | Picture and members assets (based on a template with critical asset information) on the ACES webpage (linked to their homepage) | Burt Bargerstock  Hi Fitzgerald | In 60 days:   * Burt Bargerstock and Hi Fitzgerald will develop survey template and distribute request for information * Scott Reed will provide input to process * ACES members interested in project will be contacted |  |
| Social network mapping |
| Marketing and Strategic Communications | Develop a suite of marketing, communications tools to share with established organizations  Develop robust list of potential nominees | Use honorific membership status to encourage other groups to submit nominations | Have brochure (or other marketing products) developed  Letters to institutions and organizations, calling for (suggestions for) nominations are circulated and list is created | Lynn Blanchard  Scott Reed  Katy Campbell  Tim Franklin | In 60 days;   * Scott Reed and Tim Franklin will organize a committee to share value proposition and develop a game plan |  |
| Lynn Blanchard will request time on the Chief Engagement officers group agenda to discuss, and will discuss with the student-based group |
| Scott Reed will contact the National Association of Counties |
| Katy Campbell will work with the Community Foundations across Canada |
| Katy Campbell will target University Affairs, Canadian Association of University Teachers, and TriCouncil communiques to place ACES content |
| Who? - Carnegie Elective Classification  Who? - AGB, SHEEO (State Higher Ed systems) |
| Develop “press releases” recognizing new inductees to Institutional and community leadership |
| Public Policy Broader Impact | Directly contribute to impact on policy-makers | See asset mapping – identify levels of expertise to provide info to policy makers | Policy maker (e.g. Deb Stebenow) participates in members’ meeting  ACES is on radar of policy-makers | Burt Bargerstock  Lynn Blanchard | In 60 days:   * Burt Bargerstock will identify a member to chair this committee * Burt Bargerstock will determine meeting date in 2020 * Lynn Blanchard will contact APLU to see if they have a space to meet next year or try to find another appropriate free/reasonable priced space |  |
| Contact NABI and ask them to write an article related to this for special issues |
| Look for synergies in other action items (e.g. podcasting, special issue) |
| Advocate for programs that support university engagement (IE – the old HUD COPCI project) |
| Respond for requests for ACES to be a signatory on national and global initiatives |
| Support efforts aimed at establishing international programs of institutional self-study |
| Invite policy maker as speaker at next meeting |
| Plan next meeting for Washington, DC |
| Member Engagement | Every ACES member has an opportunity to contribute to identified action agenda items, or has identified one of particular interest to him/her/they  Minimum of 80% of current members are actively involved | Action oriented summary to membership quickly after this meeting |  | Katy Campbell  Burt Bargerstock  Tim Franklin | In 60 days   * Katy Campbell will send out action-oriented timeline to all members * Action Plan is on ACES website * Request volunteers to determine how to charter an interest group * Burt Bargerstock and Tim Franklin will review member notes and identify members that may be interested in interest groups * Board will approve standard that all committees have 2 or 3 co-chairs   In 1 year:   * Have a robust well populated set of committees * 2 interest groups are formed around specific topics in additional to the action committees |  |
| Establish an Intranet or other appropriate established system that engages people more strongly that solicits members info |
| Based on member phone calls make direct requests for participation |
| Develop a “manifesto” (what it means to be an ambassador of ACES) |
| Inductees are asked to commit to a committee |
| Develop an orientation plan for new members |
| Membership - Value Proposition - Financial Sustainability | 2019 induction of (how many?) new members with community background | Bridge with Marketing Communications efforts | Board will have approved a plan to have a financial flow  All committees submit a 2020 budget request (how many?) new community members  Value proposition is developed and communicate | Lynn Blanchard  Scott Reed | In 60 days   * Board will approve a one-year budget * Board names a task force that Lynn Blanchard will co-chair (Scott will serve on committee) * Lynn Blanchard will investigate using PayPal for donations | Lynn has contacted PayPal |
| Regional meet ups |
| Communication Value Proposition in a clear concise language |
| Establish taskforce focused on financial sustainability – study and come to the board with potential possible plan that board debates and determines |
| Have a strategic budget plan |
| Investigate crowd sourcing |