

### AAAM Strategic Plan 2017-2021

	Assigned	2017	2018	2019	2020	2021
<b>Strategic Goal #1: Expand &amp; Activate AAAM Board</b>						
Review vision and mission of AAAM	Full Board	Q 2				
Make recommendations to full board	Governance Committee	Q 2	Q 2			
Create annual calendar and process documents	Executive Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Charge NomCom to see & present 3 potential new board members in addition to replacing board members rotating off	Governance Committee		Q 1	Q 1	Q 1	Q 1
Make recommendations to create committees/ task forces/ ad hoc	Executive Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Elect minimum 3 new board members in addition to replacing those whose terms expire	Governance Committee		Q 1	Q 1	Q 1	Q 1
Orient, activate new board members	Governance Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Professional development of current board in 2017 and externally led in 2019	Executive Committee	Q 2		Q 2		
Review board member Evaluation Chart for re-nomination	Governance Committee	Q 2	Q 2	Q 2	Q 2	Q 2
Evaluate process outcomes for Strategic Goal #1	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #2: Address Unique Needs</b>						
Identify field-wide needs	Full Board	Q 2				
Plan strategy to meet needs	Full Board	Q 2				
Create member directory	Membership Committee	Q 2	Q 2	Q 2	Q 2	Q 2
Create member listserv	Membership Committee	Q 2	Q 2	Q 2	Q 2	Q 2
Develop and test webinar program(s)	Executive Committee	Q 3				
Maintain directory, listerv	Membership Committee	Q 4	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3, Q 4
If continued, plan and execute annual series of webinars	Executive Committee		Q 1	Q 1	Q 1	Q 1
Develop and disseminate advocacy tools (templates for case statements, impact tools, fact sheets, etc.) over 5 years	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4

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Research, plan and implement mentoring programs for membership	Membership Committee		Q 3, Q 4	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3, Q 4
Develop a regional approach	Executive Committee			Q 1, Q 2, Q 3, Q 4		
Evaluate process outcomes for Strategic Goal #2	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #3: Best Practices</b>						
Investigate potential partnerships for increasing access to electronic resources available to AAAM members	Communication Committee		Q 1			
Research and assess programs for professional affinity groups	Governance Committee	Q 2				
Implement special programs during conference for professional affinity groups	Conference Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Post conference proceedings online	Communication Committee	Q 4	Q 4	Q 4	Q 4	Q 4
Evaluate process outcomes for Strategic Goal #3	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #4: Tracking Data</b>						
Build a template for tracking members on a monthly, annual and three-year basis	Membership Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Build and report on tracking conference registrations and conference costs	Conference Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Evaluate process outcomes for Strategic Goal #4	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #5: Program Quality</b>						
Create and implement a set of quality evaluation tools for conference program	Conference Committee	Q 2	Q 2	Q 2	Q 2	Q 2
Evaluate process outcomes for Strategic Goal #5	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #6: Staffing</b>						
Continue with the NMAAHC MOU through September 30, 2018	Task Force	Q 1, Q 2, Q 3, Q 4	Q 1, Q 2, Q 3			

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Develop a fundraising plan (Assess conference fees and adjust appropriately; institute and conduct a direct mail and online annual giving program; add a gift line to membership and conference applications; seek an annual national sponsor for conferences; consider #GivingTuesday; seek grant funding; conduct cost/benefit analysis every year using a three-year look back)	Executive Committee	Q 2				
Develop and implement a staffing plan in line with fundraising plan	Executive Committee	Q 2				
Evaluate process outcomes for Strategic Goal #6	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #7: Build Financial Model</b>						
Assess current membership prices and benefits	Membership Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Create a hierarchy for electronic access/ free-gated	Membership Committee	Q 3	Q 3	Q 3	Q 3	Q 3
Track data to assess value to members	Membership Committee	Q 2	Q 2	Q 2	Q 2	Q 2
Require 100% giving from board members	Full Board	Q 4	Q 4	Q 4	Q 4	Q 4
Evaluate process outcomes for Strategic Goal #7	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4
<b>Strategic Goal #8: Advocacy</b>						
Create a matrix of when and how AAAM will respond to address current issues	Executive Committee	Q 4				
Create template of basic responses to current events	Communication Committee	Q 3				
Develop a calendar for proactive statements	Communication Committee	Q 3				
Develop a template for said proactive statements, commemorations, and notable historic moments	Communication Committee	Q 3				
Develop a process and policy for engaging with media	Communication Committee	Q 2				
Consider partnerships and collaborations	Communication Committee	Q 2				
Evaluate process outcomes for Strategic Goal #8	Executive Committee	Q 4	Q 4	Q 4	Q 4	Q 4