

2018 Strategic Planning

Overview

The strategic plan, crafted every three years by a committee selected by the ACE president, directs efforts to facilitate skill development and build professional relationships among members.

The committee reviewed:

- The ACE Brand
- Declining Membership & Revitalization Programs
- Opportunities for New Members
- Finance

2018-19 Planning Goals

- Clarify the mission and purpose to the professional community
- Differentiate the association amongst competing organizations
- Engage ACE members to increase retention
- Create the highest level of educational events
- Increase membership with special campaigns to students, young professionals and directors/deans
- Expand membership to industry and other agricultural communicator audiences
- Balance the budget



THE ACE BRAND

ACE for Agriculture

TAGLINE

Driven by Science. Communicating for Change.

ACE Mission

ACE members work together to drive excellence in communicating trusted research-based, agricultural information to improve lives around the world.

ACE

ELEVATOR SPEECH

ACE is an international association of communicators, educators and information technologists who focus on communicating research-based information. The organization offers professional development and networking for individuals who extend knowledge about agriculture, natural resources, and life and human sciences.

ACE Differentiation

- Centered on land grant professionals
- Focused on sharing knowledge worldwide
- Science-based source of agricultural information and education

Revised Logo



Driven by Science. Communicating for Change.



DECLINING MEMBERSHIP & REVITALIZATION

Members requested an increase in the communication from the association to create better connection and value.

- Social connections and differentiated messages
 - Facebook ACE culture & people
 - LinkedIn Expert/Research Based content
- Monthly Emails to members
- Learning Community contributions
- Website Member Photos & Quotes

The conference was the most important benefit to members.

- Create an engaging program for the educational portion of the conference
- Explore paid speakers to generate excitement
- Increase sponsors and include registration in packages with industry sponsors

Members want a variety of benefits to engage with the association.

- Local share program to engage people in their state
- Provide a monthly ACE News eblast to members
- Connect JAC to ACE
 - "Brought to you by ACE"
 - ACE Column
 - Free to members non-members must provide email
 - Fee for non-member to publish

Learning communities are under utilized and need to engage members on a regular basis.

- LC calendar of events
- LC posts "expert content" on social
- LC webinar schedule



NEW MEMBERS

ACE membership has been in decline and the organization needs to engage current and define new opportunities.

- Campaign to Directors for department memberships
- Invitations to government and other important professionals
- Expansion to industry members individual and sponsorships
- Campaigns to students and young professionals
- New member onboarding to ensure immediate engagement

It is important to use the members to maintain retention and engage audiences with diverse opportunities.

- More volunteer recognition
- Networking game at conference
- Board and new member event at conference
- Director's and Dean's Councils to allow networking and opportunities for these groups to speak at conference



ACE FINANCE

The ACE budget must be balanced and strive to increase investments through profitability.

- Dues increase in 2019
- Re-examine retiree and life member dues and status
- Explore ways for retiree involvement
- Sponsorship packages
- Non-member payments
 - Fee for webinars to non-members
 - Fee to publish in JAC for non-members
- Revise and sell Communicator's Handbook & Media Relations Made Easy materials

Things we are stopping as an organization:

- State reps
- Retiree expense budget
- Restricted fundraising



STRATEGIC EXECUTION

ACE 2018-19 Implementation

How do we achieve these goals?

- Each board member takes 2019 GOAL
- Celtic prepares a content calendar for all communications
- Special campaigns are created to target new audiences
- Conference planning includes a board advisor to elevate the program

ORG Chart with Goals

2018-2019 ACE



GOAL: Create industry connections with government, industry and associations

- · Invitation campaign (USDA, Farm
- Conference Keynote speaker

TASK FORCE 1 C&A Overhaul

TASK FORCE 2 Young Professional Engagement

EXECUTIVE TEAM

SUZANNE STEEL Past President

GOAL: Campaign to Deans & Administrators to increase memberships

- Director campaign
- Nominations

DOUG EDLUND President-Elect

GOAL: Increase the prestige and participation of the C&A Awards

- C&A Awards
- Judges

JENNIFER ALEXANDER Vice President

GOAL: Generate new sponsorships

- Industry engagement
- Associations sponsors
- Conference sponsors

BECKY KOCH

BOARD OF DIRECTORS

Treasurer

GOAL: Renew lapsed members & engage Communication's Dept. Directors

- Finance
- Planning
- Communication to committees about their budgets

VICTOR VILLEGAS/ **CRAIG WOODS** (elect) Professional Development

GOAL: Create highest quality programs to increase participation

- Social Media Webinars

 Annual Conference

> Introduce Local Share Program

New Member

Onboarding

Monthly

(Remove state reps)

emails/newsletter

TOBIE BLANCHARD

Member Services

GOAL: Increase member

engagement and

communication

DENNIS THOMAS/ MATT BROWNING (elect) Marketina & Membership

GOAL: Increase new members by 100

- Membership Drive
- Extend memberships to industry
- Update Website

LORI GREINER Learning Communities

GOAL: Engage LCs and create content as topic experts

- Calendar for LCs
- Social posts on LinkedIn
- LC Webinars

LAURI BAKER/ LULU RODRIGUEZ (elect) Research

GOAL: Promote our connection to JAC with members and public

- Initiate Research on issues for Professionals
- ACE Column in maaazine
- Database capture and reach out on non-member downloads

LINDA BENEDICT Retirees

GOAL: Create opportunities for retirees to engage

- Communications with Retirees
- Update Database
- Invite to participate with ACE

NON-VOTING

DONNA SHEFFIELD Development Officer

GOAL: Increase unrestricted funds

- Silent Auction
- Sponsorships

JOANNE LITTLEFIELD

Archives