



Grow your skills, grow your network, grow as a professional in ACE!

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
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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
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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
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Revised Logo





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DECLINING MEMBERSHIP & REVITALIZATION

ACE 2018-19 Strategy

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
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ACE 2018-19 Strategy

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
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ACE 2018-19 Strategy

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
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ACE 2018-19 Strategy

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
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NEW MEMBERS

ACE 2018-19 Strategy

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
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ACE 2018-19 Strategy

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
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ACE FINANCE

ACE 2018-19 Strategy

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
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ACE 2018-19 Strategy

Things we are stopping as an organization:

- State reps
 - Retiree expense budget
 - Restricted fundraising
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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
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ORG Chart with Goals

2018-2019 ACE

