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
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
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
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
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 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
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
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
ACE 2018-19 Strategy

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