



Association for Educational Communications and Technology

Strategic Planning Survey for 2010-2011

Per standard practice, AECT develops and follows a two-year strategic plan. This plan is developed by AECT leadership in consultation with the membership. This year, we are actively seeking direct membership input prior to finalizing the plan. The plan is developed in accordance with the AECT mission and vision and definition of scope (see below). We would very much appreciate your completing this survey based on a draft strategic plan so that we can better accommodate and integrate the concerns and perspective of the membership. The survey is anonymous although we do ask a few demographic questions in order to better analyze and understand the data. If you are in doubt about any item, you can leave it blank, but we would very much appreciate your response to the open-ended questions at the end of the survey.

Mission

The mission of the Association for Educational Communications and Technology is to provide international leadership by promoting scholarship and best practices in the creation, use, and management of technologies for effective teaching and learning in a wide range of settings.

1. I believe the AECT mission statement is adequate. [Choose an item.](#)
2. I recommend the following change(s) to the mission statement: [Click here to enter text.](#)

Vision

We seek to be the premier international organization dealing with educational technology, the organization to which others refer for best research and practices.

3. I believe the AECT vision statement is adequate. [Choose an item.](#)
4. I recommend the following change(s) to the vision statement: [Click here to enter text.](#)

Definition

Educational technology is the study and ethical practice of facilitating learning and improving performance by creating, using, and managing appropriate technological processes and resources.

5. I believe the AECT definition statement is adequate. [Choose an item.](#)
6. I recommend the following change(s) to the definition statement: [Click here to enter text.](#)

Demographics

7. What is your membership type? Choose an item.
8. How long have you been an AECT member? Choose an item.
9. In which divisions are you currently active? Choose an item.
10. Are you [also] a member of an affiliated organization? Choose an item.
11. Have you served as a division or affiliate officer? Choose an item.
12. Have you served as an AECT officer? Choose an item.
13. Have you published in *ETR&D* or *TechTrends*? Choose an item.
14. How many times have you presented at AECT? Choose an item.

Draft Strategic Plan

The draft strategic plan consists of four goals each of which is elaborated in terms of strategies and actions. Please read the goals first and indicate: (a) if you would reword, modify, or omit each goal, (b) if you would add an additional goal, and (c) how you would prioritize these goals (or those you introduce).

Goals:

GOAL 1: Create a rich, flexible, open, persistent online environment to support the educational technology community.

GOAL 2: Question and articulate who we are, what we value, what we do, and how we serve society.

GOAL 3: Make leadership and leadership development a high priority for the organization.

GOAL 4: Sustain an organization of professionals who study and use technology for training and education.

15. Please indicate how you would reword any of these goals. [Click here to enter text.](#)
16. Please indicate any goal(s) that you would like to add. [Click here to enter text.](#)
17. Please indicate how you prioritize these goals (use 1 for highest priority and 4 – or 5 if you added a goal - for lowest priority). [Click here to enter text.](#)

Strategies and Actions

Each goal is elaborated in terms of strategies and actions. Please indicate your reactions to the associated strategies – whether they are appropriate, what you might modify, add or delete, and how you would prioritize them. When prioritizing, use ‘1’ for highest priority and work from there to include all of the actions, including those you have added, so that the lowest priority action is the n^{th} action item in that strategy (e.g., if there are 4 actions in the strategy after your additions/deletions, then ‘4’ indicates lowest priority).

GOAL 1: Create a rich, flexible, open, persistent online environment to support the educational technology community

STRATEGY 1.1: Create a professional and highly functional Website.

ACTION 1.1.1: Conduct weekly meetings between Executive Director and Website Editor.

ACTION 1.1.2: Hire specialists as needed to link the old and new AECT Websites.

ACTION 1.1.3: Hire part-time social media specialist to support AECT’s social media activities.

ACTION 1.1.4: Develop a dynamic Website that sustains association interaction and outreach.

ACTION 1.1.5: Create online repositories for different AECT constituencies (i.e., divisions, chapters, affiliates, member groups like grad students, etc.).

ACTION 1.1.6: Create a searchable member database that includes research interests and expertise and a membership profile.

18. Please indicate if you believe this strategy is relevant. Choose an item.
19. Indicate if and how you would reword this strategy. [Click here to enter text.](#)
20. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)
21. Please indicate how you would prioritize these actions (use 1 for highest priority and 6 – or 7 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 1.2: Increase our online presence

ACTION 1.2.1: Increase presentations at a distance at the annual conference and the biennial research symposium by 10% each year for the next two years.

ACTION 1.2.2: Work with the Virtual Worlds Committee to establish an ongoing program for AECT members and outreach to nonmembers.

ACTION 1.2.3: Host discussion events for authors of current articles in *ETR&D/TechTrends/Books* (i.e., “Meet the Author”).

22. Please indicate if you believe this strategy is relevant. Choose an item.
23. Indicate if and how you would reword this strategy. [Click here to enter text.](#)
24. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)

25. Please indicate how you would prioritize these actions (use 1 for highest priority and 3 – or 4 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 1.3: Create Web-based online repositories for different AECT constituencies (i.e., divisions, chapters, affiliates member groups like grad students, etc.) and for research tools.

ACTION 1.3.1: Create two online repositories in each of the next two years.

26. Please indicate if you believe this strategy is relevant. Choose an item.

27. Indicate if and how you would reword this strategy. [Click here to enter text.](#)

28. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)

29. Please indicate how you would prioritize these actions (use 1 for highest priority and 2, if you added an action, for lowest priority). [Click here to enter text.](#)

GOAL 2: Question and articulate who we are, what we value and what we do, and our service to society.

STRATEGY 2.1: Form an Articulation Task Force that coordinates AECT Articulation grants by January 2010.

ACTION 2.1.1: Proposes/makes final the theme for each year and writes the call for proposals.

ACTION 2.1.2: Selects recipients and serves as liaison with awardees through the funding period.

ACTION 2.1.3: Arranges presentations by awardees at the conference.

30. Please indicate if you believe this strategy is relevant. Choose an item.

31. Indicate if and how you would reword this strategy. [Click here to enter text.](#)

32. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)

33. Please indicate how you would prioritize these actions (use 1 for highest priority and 3 – or 4 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 2.2: Develop an RFP for one research grant and one service grant by April 2010:

ACTION 2.2.1: Research project is defined as contribution to new knowledge (pure theory or applied) in the field.

ACTION 2.2.2: Service project is defined as application of educational communications and technology in a real-world setting.

34. Please indicate if you believe this strategy is relevant. Choose an item.

35. Indicate if and how you would reword this strategy. [Click here to enter text.](#)

36. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)

37. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 2.3: Create and disseminate results of both the research and service projects via the annual convention and mini-publications.

ACTION 2.3.1: Articulation Task Force will work with conference planners to arrange presentations by the research and service project recipients.

Action 2.3.2: Mini-publications will be included in appropriate AECT publications.

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STRATEGY 2.4: Develop new editions of the Handbook for Research on Educational Communications and Technology and Educational Technology: A Definition with Commentary.

ACTION 2.4.1: Establish writing committees for both publications, implement a writing plan in 2010, and implement a publication plan in 2011.

42. Please indicate if you believe this strategy is relevant. Choose an item.
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44. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)
45. Please indicate how you would prioritize these actions (use 1 for highest priority and 2, if you added an action, for lowest priority). [Click here to enter text.](#)

GOAL 3: Make leadership and leadership development a high priority for the organization.

STRATEGY 3.1: Identify Regional Leaders

ACTION 3.1: Define regional leader roles and responsibilities.

ACTION 3.2: Create a checkbox on the membership form and profile for those members wishing to become regional leaders and create a regional leader database.

ACTION 3.3: Provide training and resources for regional leaders.

46. Please indicate if you believe this strategy is relevant. Choose an item.
47. Indicate if and how you would reword this strategy. [Click here to enter text.](#)
48. Please indicate any actions that you would like to delete or add to this strategy. [Click here to enter text.](#)
49. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 3.2: Define, disseminate and promote the process and role of leadership and leadership development

ACTION 3.2.1: Utilize social media to promote leadership.

ACTION 3.2.2: Create an archive of leaders by sub-structure.

50. Please indicate if you believe this strategy is relevant. Choose an item.
51. Indicate if and how you would reword this strategy. [Click here to enter text.](#)
52. Please indicate any actions that you would like to delete or add to this strategy.
[Click here to enter text.](#)
53. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 3.3: Develop and implement a standardized, ongoing leadership process following a yearly cycle

ACTION 3.3.1: The Leadership Committee will develop the cycle and oversee its implementation.

ACTION 3.3.2 Identify leadership training models

54. Please indicate if you believe this strategy is relevant. Choose an item.
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56. Please indicate any actions that you would like to delete or add to this strategy.
[Click here to enter text.](#)
57. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

GOAL 4: Sustain an organization of professionals who study and use technology for training and education.

STRATEGY 4.1: Increase membership by 5% each year for the next two years.

ACTION 4.1.1: Reinstate the sponsor a recent graduate program.

ACTION 4.1.2: Actively solicit members from educational technology programs that have not been active in recent years.

58. Please indicate if you believe this strategy is relevant. Choose an item.
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60. Please indicate any actions that you would like to delete or add to this strategy.
[Click here to enter text.](#)
61. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 4.2: Increase attendance at the annual convention by 5% each year for the next two years

ACTION 4.2.1: Continue super early bird registration for the conference.

ACTION 4.2.2: Retain the reflection paper sessions so that all presenters have a paper presentation to their credit.

Action 4.2.3: Disseminate PR materials to targeted audiences at each convention site.

Action 4.2.4: Hold a convention preview session at AECT's Second Life headquarters in the summer before the conference.

62. Please indicate if you believe this strategy is relevant. Choose an item.
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64. Please indicate any actions that you would like to delete or add to this strategy.
[Click here to enter text.](#)
65. Please indicate how you would prioritize these actions (use 1 for highest priority and 4 – or 5 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 4.3 Increase the impact factor for ETR&D by 5% each year for the next two years.

ACTION 4.3.1: Maintain the high standards for ETR&D articles.

ACTION 4.3.2: Aim for one special issue each year in an area of vital concern to the professional community and that features cumulative research building on recent ETR&D articles.

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68. Please indicate any actions that you would like to delete or add to this strategy.
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69. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 4.4: Increase subscriptions to TechTrends and ETR&D by 5% each year for the next two years.

ACTION 4.4.1: In addition to new subscriptions from new members, work with Springer to identify new subscribers.

ACTION 4.4.2: Publicize featured articles on the AECT Website and Second Life and encourage new subscribers through the AECT Website and Second Life headquarters.

Action 4.4.3: Hold author discussions via webinars and in Second Life.

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73. Please indicate how you would prioritize these actions (use 1 for highest priority and 3 – or 4 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 4.5: Add two new corporate affiliates each year for the next two years.

ACTION 4.5.1: Identify potential collaborators in the business sector

ACTION 4.5.2: Offer corporate affiliates featured space at the annual convention.

74. Please indicate if you believe this strategy is relevant. Choose an item.
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77. Please indicate how you would prioritize these actions (use 1 for highest priority and 2 – or 3 if you added an action - for lowest priority). [Click here to enter text.](#)

STRATEGY 4.6.1 Develop and implement a plan for revenue generation AECT under the 501(c)3 umbrella.

ACTION 4.6.1: Identify 2 corporate and 2 universities partners each with whom AECT will collaborate.

ACTION 4.6.2: Submit 2 grant proposal each year in collaboration with corporate and university partners.

ACTIOM 4.6.3: Coordinate AECT revenue generation activities with ECT to ensure that there no conflicts arise.

78. Please indicate if you believe this strategy is relevant. Choose an item.
79. Indicate if and how you would reword this strategy. [Click here to enter text.](#)
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[Click here to enter text.](#)
81. Please indicate how you would prioritize these actions (use 1 for highest priority and 3 – or 4 if you added an action - for lowest priority). [Click here to enter text.](#)

Additional Questions

82. Please indicate any goals, strategies or actions that you believe should be added.
[Click here to enter text.](#)
83. Please indicate anything else that AECT can do to better serve your interests.
[Click here to enter text.](#)