



AENC Strategic Plan

Updated August 2013

Executive Summary

The Board of Association Executives of North Carolina (AENC), with support from staff, met on July 26, 2013 to revise our Strategic Plan from 2012-2013. This plan moves the work of the last plan forward and also adds new initiatives.

The Board created four goals for 2012-2013 and we have added one for 13-14. Each goal is supported by measurable objectives.

1. Increase recognition of the association community
2. Target and diversify professional development
3. Increase and improve membership engagement
4. Create a vibrant culture that engages and welcomes younger professionals of AENC.
5. Ensure that AENC communications are effective

Goal 1: Increase recognition of the association community is continued from the previous year's plan. This year's plan asks the responsibilities of the Legislative Committee be merged with the Recognition Committee. The role of the legislative committee was to secure sponsorships for the Legislative Reception. The goal of the reception is to increase awareness of AENC with legislators and regulators.

Goal 2: Target and diversify professional development is a revision of 2011-2012 goal *Improve the quality of professional development* and asks the Professional Development committee to continue to diversify and monitor professional development.

Goal 3: Increase and improve membership engagement is a revision of 2011-2012 goal *"Provide quality networking in events and all programs"*. The current plan retains the importance of offering high quality networking events. This years' goal is to continue to focus on member engagement, especially with new members, but also re-engaging some of our seasoned members, especially past presidents.

Goal 4 Create a vibrant culture that engages and welcomes younger professionals is a continued focus with the FUEL group.

Goal 5: Ensure that AENC's Communications are Effective is a new goal this year and the desire is for AENC to engage an outside provider to audit the effectiveness of our communications and provide recommendations to the board. The AENC President will form a task force to work on this project.

Vision and Mission

AENC Vision

Association Management will be widely recognized as an esteemed profession that improves the lives of North Carolina citizens.

AENC Mission

To advance the field of Association Management by providing networking and professional development, while increasing the recognition of the Association community.

Goals and Objectives

Goal 1: Increase recognition of the association community.

The responsibilities of the Legislative Committee will be merged with the Recognition Committee. The role of the legislative committee is to secure sponsorships for the Legislative Reception. The goal of the reception is to increase awareness of AENC with legislators and regulators. Since AENC is adding a Legislative Reception in May of the even-numbered years, this committee will remain active throughout each year.

Objective 1A: Merge the roles/responsibilities of the Legislative Committee into the Recognition Committee so there will be one committee focusing on recognition. The merged committee will be responsible for the two Legislative Receptions (January of odd numbered years and May of even numbered years) as well as gaining recognition among the media and legislators and regulators.

Goal 2 Target and diversify professional development

Objective 2A: The Professional Development Committee, with support from AENC staff, will continue to monitor the effectiveness of AENC's Professional Development, including the launching of a new Marketing & Communications Conference.

Objective 2B: The Annual Meeting Committee will work to plan a high quality annual meeting for 2014.

The Annual Meeting Committee, AENC Board and AENC staff will also examine broader Annual Meeting issues such as: the importance of location, the appropriate frequency of the event, and the overall definition of a successful conference.

Goals 3: Increase and improve membership engagement

Objective 3A: The Membership Committee, with support from AENC staff, will continue to ensure new members receive 4 to 6 contacts in their first year of membership (including from AENC Board members).

Objective 3B: AENC will continue to offer professional development and continue providing successful networking events.

Objective 3C: AENC will work with the Board and other committees to re-engage seasoned association leaders.

Goal 4: Create a vibrant culture that engages and welcomes younger professionals.

Objective 4A: Clarify the “branding” of FUEL since various activities are designed for different groups. Examples:

Learn Over Lunch Events – (For under 41 years of age and/or new to the field; could engage past presidents to be active as presenters and/or mentors)

Networking Socials – for anyone to participate

Service Projects – for anyone to participate – “Sponsored by FUEL – to raise community awareness of all associations and to engage young and seasoned professionals.

Goal 5: Ensure that AENC’s communications are effective.

Objective 5A: A Communications Task Force with support from AENC staff, will conduct a communications audit on diverse audiences and study the effectiveness and efficiency of delivery methods. Audit results will be presented at the February 2014 AENC Board meeting.

These 5 Goals are reinforced by two structures:

1. Work toward goal of having 50% of operating funds in reserves.
 - The AENC Executive Director will recommend a targeted percentage of operating funds to be put in reserves as part of the budgeting process.
 - A definition of “Operating funds” will be defined by The AENC Board prior to The Executive Director’s recommendation.
2. The Board Liaisons of the AENC committees or their designees will give updates to the AENC Board quarterly.