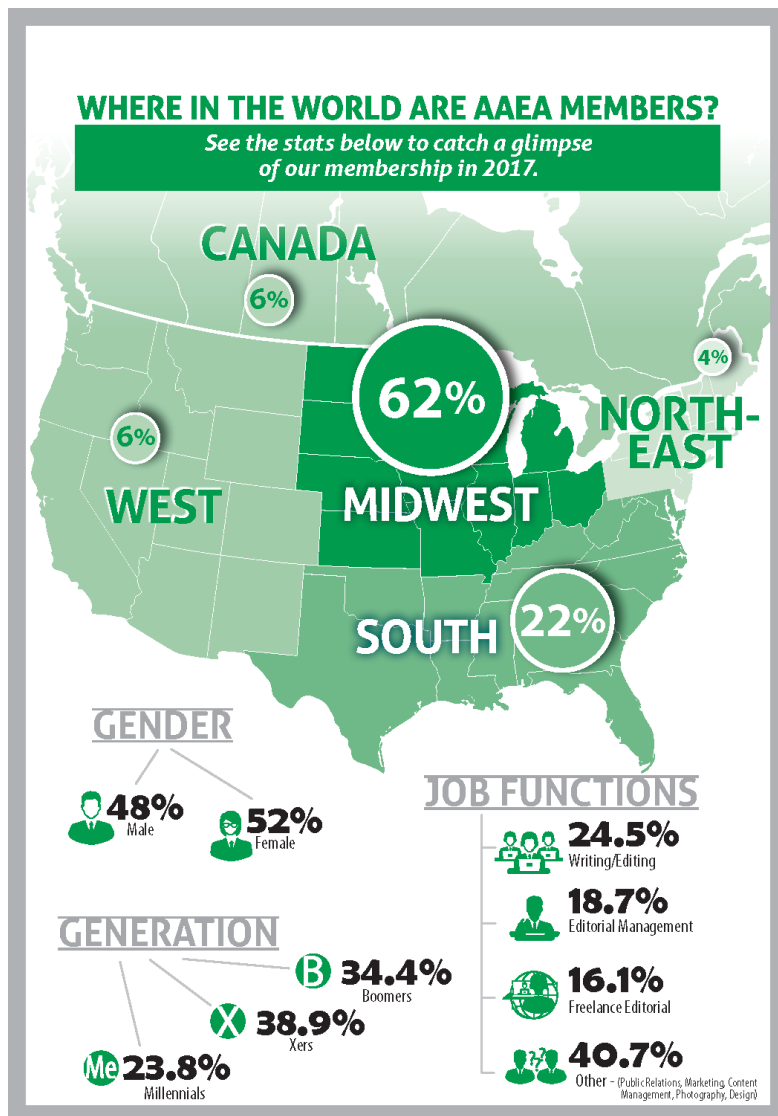




AAEA STRATEGIC PLAN REVIEW

AAEA IN 2016:

- Aging leaders
- Student members
- Flat revenue
- In transition in an industry in transition
 - (in down cycle)
- Diverse audience
- More diverse (non traditional) media
 - tools
- More diverse membership
- Active corps of volunteers
- 274 active members, 86 affiliate members
- \$213,200 revenue
- Member Programs Include:
 - AMS/IFAJ --Professional development
 - ByLine --Website
 - Webinars
 - Regionals
 - PIF Internships/Stipends
 - Awards Contests



FROM 2015/2016 MEMBER SURVEY DATA

- 4 in 10 AAEA members could retire in the next 6-10 years
- Top member benefits:
 - Networking
 - Professional development
 - Awards program
 - Ag Media Summit
- Freelancers represent majority of Boomer members
- Millennials twice as likely to spend time on digital writing & social media
- Women represent 52% of all members, and 75% of millennial members

WHERE WE WANT TO BE IN 2020:

- a. 500+ membership of diverse ag media professionals
- b. Provide strong professional development for members
- c. Recognized as a leader in engagement and recognition of excellence
- d. Financially and organizationally sound
- e. Celebrate 100th anniversary with a big splash

HOW WE GET THERE:

2016 & 2017

Organization

- New Management Team begins August 1
- Full financial audit completed
- Define what we want in new management (2016)

Membership

- Implement process & communications to seek name change approval at 2017 annual meeting including any needed changes to constitution & bylaws
- Adopt revised committee structure
- Review board structure to reflect membership & desired membership
- Complete deep-dive focus group with younger members (prospects)
- Consider implementing SIGs
- Continue membership push
- Recruit within under-represented media companies

Strategy

- Start analysis of competitor/collaborator groups
- Begin holding “listening sessions” among members/prospects re plans (use common strategic communications messages)
- Prepare to introduce new look in 2017 (visual identify & components)
- Increase awareness of current programs
- Identify ways to make AAEA more relevant on a more frequent basis
- Develop more frequent, accessible professional development opportunities
- Reposition AAEA business meeting to be more geared to strategic goals

Major Events

- Continue to engage leaders re organizational direction (100th anniversary, Fellows)
- Finalize 100th anniversary plans
- IFAJ 2019 Plans

2018

Membership

- More intentional leadership/professional development goals that maps how to achieve personal goals (mentoring, coaching, tracks, progress)
- Continue to hold “listening sessions” with members, seeking input
- Acknowledge, prepare for concerns from older, conservative members
- Start expanding content & awards to include other entities (food, etc.)
- Reach out to other organizations re professional & financial growth
- Consider holding “future of industry think tank” with target groups
- Consider issue-based local programming
- Develop source & speakers bureau
- Create internship position specific to developing frequent content for members (ByLine, website, etc.)

Strategy

- Assess and review current/new technologies
- Complete SWOT of competitor/collaborator groups
- Update strategic plan in fall & do every year
- Prepare nuts & bolts of name change

Major Events

- Continue prep for IFAJ 2019
- 100th Anniversary Celebration