



## ***ACAD Strategic Plan: 2018-2022***

Founded in 1945, the American Conference of Academic Deans (ACAD) is an individual membership organization dedicated to the professional development of academic leaders. Recognizing that provosts, deans, and other academic administrators undertake academic leadership as their “second discipline,” ACAD’s mission is to assist these leaders as they advance in careers dedicated to the ideals of liberal education.

Our professional development and networking opportunities will not only expand the expertise of academic leaders, they will also advance inclusive excellence in order to meet the changing needs of students, faculty, staff, and society and to foster their success. To these ends, we will also partner with other organizations whenever such partnerships serve the needs of our constituency.

The *ACAD Strategic Plan: 2018-2022* focuses on three areas as determined by the Board of Directors with input from ACAD membership. These areas—services, capacity and operations—encompass the scope of the work that ACAD does, internally and externally. The Plan serves as a guideline for how ACAD operates. Any new initiatives should be considered in the context of the strategic plan and the mission of the organization.

### **1) SERVICES**

*Goal: ACAD will enhance services for members that provide professional development and advancement that are responsive to the needs of our members and are consistent with our mission.*

Tactics:

1. Define and develop an “on-line” journal (June, 2017) for scholarship related to academic leadership and administration
2. Define and develop a second Deans’ Institute (online/hybrid/in-person) by summer 2018
3. Investigate platforms to manage career services/professional advancement web pages

4. Update/upgrade Website as a resource
5. Develop and launch an ACAD Fellows Program for ACAD Members to be introduced in January 2019

## **2) CAPACITY**

Goal: *ACAD will enhance organizational capacity to support advances in services and operations.*

Tactics:

1. Increase membership to 1,000
2. Work with Board to achieve 100% participation goal for fundraising
3. Define and develop fundraising plan
4. Increase dues as appropriate
5. Build partnerships

## **3) OPERATIONS**

Goal: *ACAD will strive to have internal functions keep pace with capacity and service areas in order to maintain a foundation to support the mission.*

Tactics:

1. Conduct a review of policies, procedures and resources as related to the strategic plan
2. Periodically survey membership about services
3. Assess current committee structure and establish committee guidelines to work on areas of strategic plan in conjunction with staff
4. Build assessment mechanisms into operations, programs, etc.
5. Enhance Human Resources
6. Enhance organization visibility and develop brand