

AEJMC Strategic Directions

1 Become Primary Resource for Scholarship

- Help Members Enhance Their Research and Teaching
- Create Support for Scholarship Online
- Be Clearinghouse for Journalism and Mass Communication Resources
- Enhance Regional Conventions, Local Chapters
- Build Caucuses among Groups

2 ■ Strengthen Identity, Image and Influence

- Enhance Web Presence
- Expand Expertise and Influence in the Academy, Industry and Public
- Strengthen Brand and Increase Awareness
- Improve Academy Prestige
- Revisit, Clarify, Update the Mission and Core Values
- Expand All Services Year-round
- Evaluate Elected Opportunities for Members

3 Engage Globally and Multiculturally

- Create Council for Global interaction among professionals and academics in the United States and other countries.
- Enhance AEJMC journals and the convention to better reflect global concerns and issues
- Create a Council for Multi-cultural or “under represented” groups among academics and professionals in the United States
- Create a Council of AEJMC Units Working on Issues of Marginalized Groups

4 Develop Financial Strategies

- Generate additional revenue to create financial independence from dues
- Reallocate or reduce operating expenditures

5 Develop Membership Programs

- Promote Graduate Student Membership
- Promote International Membership
- Promote Professional Membership
- Retain Members

Criteria

The Implementation Committee used the following criteria to determine which items should move forward first.

The direction/objective must:

- Relate to mission and core values of AEJMC
- Show synergy across directions
- Be foundational to other direction
- Possess short term/long term “do-ability”
- Be transformational to the organizations
- Build to the strengths of AEJMC

Key

- Combines previous Directions 2, 4 and 8
- Previously Direction 6