



STRATEGIC PLAN 2020-2025

Approved June 27, 2020

A. VALUES, VISION, MISSION

VALUES

*Preamble - Our organization strives to be ethical, responsible, accountable, and trustworthy, relating with others with integrity, respect, and honesty. Our organizational values are: **GROWTH, COMMUNITY, DIVERSITY, and PERFORMANCE.***

GROWTH - We believe that everyone has the potential to generate their own self-growth so they work towards becoming their ideal selves and improve the quality of their lives.

COMMUNITY - We form a network of like-minded individuals who develop/uphold best practices, provide mentoring, seek continuous improvement, and grow together.

DIVERSITY - We invite, welcome, and celebrate participation of individuals with multiple perspectives brought by their geography, nationality, age, ability, discipline, job function, ethnic/racial background, and gender.

PERFORMANCE - We focus on processes as much as products because application of lifelong learning skills and supporting methodologies elevate the quality of performance in all domains.

VISION

The Academy of Process Educators is a recognized leader in the transformation of education through performance-based learning and growth.

MISSION

The Academy of Process Educators is a scholarly and a practicing community. We inspire, transform, empower, innovate, and foster learning through process education methods.

B. GOALS

Overarching Goal

By 2025, The Academy of Process Educators models the mindset and bold actions of a developmental community, unlocking the self-potential of its members and client partners.

Through thought leadership, innovative practices, evidence-based research, and expert consultants/staff, we empower transformational change, relentlessly focused on each individual's aspirations, contributions, and accomplishments as well as the Academy's value and standing in the human development sector.

GOAL 1 Develop a Community of Process Education (PE) Experts.

- OBJECTIVES
- 1 Develop a PE Certification Program.
 - 2 Create a Professional Development Process for Advancing PE Practice.
 - 3 Advance members' practice to become PE Experts.
 - 4 Establish five regional, Academy-sponsored Professional Development Centers.

GOAL 2 Integrate developmental community principles into the Academy.

- OBJECTIVES
- 1 Assess member awareness and interest in developmental community principles and practices.
 - 2 Develop a member *Academy Primer* and *Guidebook*.
 - 3 Design, prototype, and test experiential developmental learning practices to strengthen Academy culture.
 - 4 Integrate performance mentoring and developmental coaching practices.

GOAL 3 Establish a forward-looking business model for the Academy.

- OBJECTIVES
- 1 Prepare an audit report of the status of the Academy regarding fiscal policies and practices.
 - 2 Become more fiscally sustainable.

GOAL 4 Implement a responsive, multi-faceted communication strategy.

- OBJECTIVES
- 1 Develop a social media strategy.
 - 2 Create top practices to support the social media strategy.
 - 3 Integrate social media outreach to members/recruits.

GOAL 5 Elevate standing of PE Conference.

- OBJECTIVES
- 1 Raise the competitive nature of the conference.
 - 2 Publish Proceedings to support post-conference requests and research.
 - 3 Recruit cutting-edge experts from higher education, industry, and government as Conference Keynotes.
 - 4 Increase the number of participants at each annual conference.
 - 5 Increase the number of individuals learning and advancing PE.

GOAL 6 Establish large grant-funded Academic Success Course project.

- OBJECTIVES
- 1 Clarify the Academy's role in a large-scale grant.
 - 2 Create a partnership with an organization that will recruit colleges to participate and administer grant.
 - 3 Build relationships with appropriate (mission congruent) foundations and other sources to fund a major research proposal.
 - 4 Write and submit successful proposal.

GOAL 7 Advance technological learning innovation.

- OBJECTIVES
- 1 Update the technological online presence of the organization.
 - 2 Simplify access to resources, information, and organizational records.

GOAL 8 Institute an expansive research program.

- OBJECTIVES
- 1 Expand the PE research community to 100+ active members.
 - 2 Create and curate innovative frameworks and research methodologies.
 - 3 Secure funding from multiple sources to advance PE knowledge and practice, illustrating effectiveness in multiple contexts.
 - 4 Write the next generation PE Guidebook focused on growth & self-growth.

GOAL 9 Build strategic alliances of mutual value (partnerships).

- OBJECTIVES
- 1 Develop a list of products and services that are attractive to other organizations that might wish to partner with the Academy.
 - 2 Brand the Academy to ensure mutual benefits to both the Academy and its partners.
 - 3 Establish a formal agreement with each partner that defines the purpose, benefits, and anticipated outcomes within designated timeframes.

GOAL 10 Cultivate an inclusive, engaged membership that values contributions of all stakeholders.

- OBJECTIVES
- 1 Expand the membership base by identifying and serving member needs.
 - 2 Outline the basic methodologies, processes and tools that new members would find most useful in growing PE expertise.
 - 3 Engage members by seeking their input into programs, practices and projects that increase member expertise.
 - 4 Connect the membership to each other and the broader communities of stakeholders.
 - 5 Celebrate the rich diversity, talent, accomplishments, and contributions of our membership.