Contradictions

What is blocking us from moving toward our practical vision?

AEJMC Strategic Plan Work Session Washington, DC, August 8, 2007

core mission

Conflicting pri-

orities between

groups of members and member organ-

izations

Fear will alienate long-time

members with

changes

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Insufficient Incentive to Change	Organizational Incentives Tra- ditionally Tied to Specializa-	Restrictive Recruitment Measures	Limited Funding Sources Staying one-	Self-fulfilling Insecurity Unknown	Limited Resources	Unidentified Sustainable Core Values	Conflicting Member Ex- pectations and Obligations	Outdated National View and Internal Perceptions of	Outdated View of Member Services	Untapped Member Ex- pertise	JMC Perceived as Peripheral to Campus Mission
There will al-	tion	No recruiting	step ahead of	ways of identi-	space	Unstable in-	G	Journalism Ed-	Insufficient un-	Insecure about	
ways be a bu-		before graduate	competitors	fying potential	-	dustry environ-	AEJMC is a	ucation	derstanding of	our expertise	University
reaucracy	Tendency to-	school into dis-		international	Budgetary con-	ment	volunteer or-		value added		budgets
	ward increased	cipline	Single source	partners	straints within		ganization	Parochial na-	services mem-	Historically	
Reluctance to	specialization		revenue (dues,		AEJMC office	Conflict in		tional view of	bers and exter-	have neglected	
change	creates division	Overlooking	conference reg-	Other compet-		defining the	Service expec-	journalism ed-	nal audiences	our own ex-	
D 1: 6 :111	and fragmenta-	scholastic jour-	istrations)	ing organiza-	Small staff	"field"	tations of	ucation	want	pertise in PR,	
Belief will be	tion rather than	nalism	rather than a	tions are more			AEJMC are in-	To action Canada	C	Advertising	
judged politi-	collective deci-	Namari manga	diversified	international			verse to service	Institutional	Constricted de- fault view of	and Marketing	
cally incorrect if delete teach-	sion-making	Narrow range of ideas for	stream	already			expectations at our home insti-	memory	what consti-		
ing in name or	Antiquated or-	identifying and	Over-reliance	Need to reach			tutions		tutes member		
focus	ganizational	reaching new	on membership	national promi-			tutions		services		
10 00.0	structure re-	groups of	dues to fund	nence before					301,1003		
Reluctance to	presses greater	members	operations and	global leader-							
change in gen-	dialogue		activities	ship							
eral	O			•							
	Unchecked										
Resistance to	growth of inter-										
change	est groups and										
	divisions fur-										
Tradition (if it	ther diffuses ef-										
ain't broke)	fectiveness of										