AEJMC Strategic Plan

1. Our members want more interactivity/value added and connectivity in conferences.		Response Percent	Response Count
0 (totally unimportant)		3.4%	2
1		1.7%	1
2		0.0%	0
3		0.0%	0
4		0.0%	0
5 (neutral)		19.0%	11
6		10.3%	6
7		8.6%	5
8		17.2%	10
9		13.8%	8
10 (extremely important)		**25.9%**	15
		answered question	**58**
		skipped question	**2**

2. There is much more intense concern around industry relationships.

		Response Percent	Response Count
0 (totally unimportant)		0.0%	0
1		0.0%	0
2		1.7%	1
3		6.8%	4
4		3.4%	2
5 (neutral)		13.6%	8
6		13.6%	8
7		**20.3%**	12
8		13.6%	8
9		15.3%	9
10 (extremely important)		11.9%	7
		answered question	**59**
		skipped question	**1**

	Response Percent	Response Count
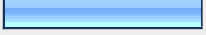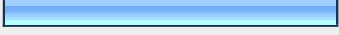
3. We have the perception that we are not seen on the outside with a cohesive/relevant voice.

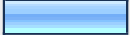|		Response Percent	Response Count
0 (totally unimportant)		1.7%	1
1		1.7%	1
2		3.4%	2
3		0.0%	0
4		5.2%	3
5 (neutral)		15.5%	9
6		5.2%	3
7		15.5%	9
8		13.8%	8
9		**19.0%**	11
10 (extremely important)		**19.0%**	11
	answered question		58
	skipped question		2

4. We're not working inside with a cohesive voice = we don't understand/share core values.

		Response Percent	Response Count
0 (totally unimportant)		0.0%	0
1		1.7%	1
2		1.7%	1
3		1.7%	1
4		10.2%	6
5 (neutral)		16.9%	10
6		8.5%	5
7		11.9%	7
8		15.3%	9
9		**22.0%**	13
10 (extremely important)		10.2%	6
	answered question		59
	skipped question		1

5. We need to be more responsive to change in the environment.

		Response Percent	Response Count
0 (totally unimportant)		0.0%	0
1		0.0%	0
2		0.0%	0
3		1.7%	1
4		0.0%	0
5 (neutral)		3.3%	2
6		10.0%	6
7		13.3%	8
8		13.3%	8
9		21.7%	13
10 (extremely important)		**36.7%**	22
	answered question		60
	skipped question		0
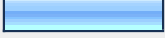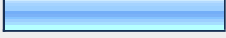
6. AEJMC will have substantial international membership and be recognized as the global leader in JMC education.

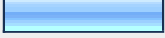|		Response Percent	Response Count
0 (totally unimportant)		3.4%	2
1		0.0%	0
2		1.7%	1
3		6.9%	4
4		1.7%	1
5 (neutral)		8.6%	5
6		10.3%	6
7		17.2%	10
8		19.0%	11
9		5.2%	3
10 (extremely important)		25.9%	15
		answered question	58
		skipped question	2
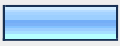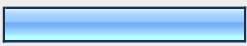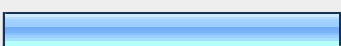
7. AEJMC will have evaluated and expanded member services and programs.

		Response Percent	Response Count
0 (totally unimportant)		1.7%	1
1		0.0%	0
2		0.0%	0
3		1.7%	1
4		0.0%	0
5 (neutral)		10.3%	6
6		6.9%	4
7		17.2%	10
8		**22.4%**	13
9		17.2%	10
10 (extremely important)		**22.4%**	13
	answered question		58
	skipped question		2
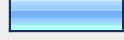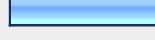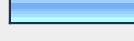
8. AEJMC will have launched a full-service marketing and communication infrastructure.

		Response Percent	Response Count
0 (totally unimportant)		5.2%	3
1		0.0%	0
2		1.7%	1
3		1.7%	1
4		3.4%	2
5 (neutral)		10.3%	6
6		17.2%	10
7		17.2%	10
8		10.3%	6
9		8.6%	5
10 (extremely important)		**24.1%**	14
	answered question		58
	skipped question		2

9. AEJMC will have developed professional and public partnerships/outreach.

		Response Percent	Response Count
0 (totally unimportant)		3.5%	2
1		0.0%	0
2		0.0%	0
3		1.8%	1
4		0.0%	0
5 (neutral)		3.5%	2
6		8.8%	5
7		12.3%	7
8		26.3%	15
9		7.0%	4
10 (extremely important)		**36.8%**	21
		answered question	57
		skipped question	3
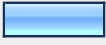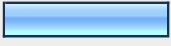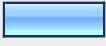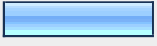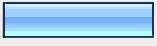
10. AEJMC will have expanded staff capacity and resources to support fundraising and growth.

		Response Percent	Response Count
0 (totally unimportant)		1.8%	1
1		0.0%	0
2		0.0%	0
3		1.8%	1
4		1.8%	1
5 (neutral)		12.3%	7
6		12.3%	7
7		19.3%	11
8		15.8%	9
9		14.0%	8
10 (extremely important)		**21.1%**	12
		answered question	**57**
		skipped question	**3**

11. AEJMC will have strengthened shared core values while respecting intellectual interests.

	Response Percent	Response Count
0 (totally unimportant)	0.0%	0
1	0.0%	0
2	1.7%	1
3	0.0%	0
4	3.4%	2
5 (neutral)	8.6%	5
6	8.6%	5
7	15.5%	9
8	17.2%	10
9	13.8%	8
10 (extremely important)	**31.0%**	18
	answered question	58
	skipped question	2

12. AEJMC will be renamed, reorganized, refocused on expertise externally.

		Response Percent	Response Count
0 (totally unimportant)		8.9%	5
1		1.8%	1
2		10.7%	6
3		1.8%	1
4		1.8%	1
5 (neutral)		**17.9%**	10
6		5.4%	3
7		8.9%	5
8		10.7%	6
9		16.1%	9
10 (extremely important)		16.1%	9
		answered question	**56**
		skipped question	**4**

13. AEJMC will have a systematic process for identifying, recruiting and involving JMC educators and students.

		Response Percent	Response Count
0 (totally unimportant)		1.7%	1
1		0.0%	0
2		0.0%	0
3		1.7%	1
4		3.4%	2
5 (neutral)		10.3%	6
6		13.8%	8
7		8.6%	5
8		**22.4%**	13
9		17.2%	10
10 (extremely important)		20.7%	12
	answered question		58
	skipped question		2

		Response Percent	Response Count

14. Of the eight (8) vision elements, which three (3) are the most important? 1. AEJMC will have substantial international membership and be recognized as the global leader in JMC Education. 2. AEJMC will have evaluated and expanded member services and programs. 3. AEJMC will have launched full-service marketing and communications infrastructure. 4. AEJMC will have developed professional and public partnerships/outreach. 5. AEJMC will have expanded staff capacity and resources to support fundraising and growth. 6. AEJMC will have strengthened shared core values while respecting intellectual interests. 7. AEJMC will be renamed, reorganized, refocused on expertise externally. 8. AEJMC will have a systematic process for identifying, recruiting and involving JMC educators and students.

	1	2	3	4	5	6	7	8	Response Count
First Choice	19.2% (10)	**25.0% (13)**	9.6% (5)	13.5% (7)	1.9% (1)	15.4% (8)	7.7% (4)	7.7% (4)	52
Second Choice	7.8% (4)	5.9% (3)	7.8% (4)	**29.4% (15)**	11.8% (6)	17.6% (9)	9.8% (5)	9.8% (5)	51
Third Choice	12.5% (6)	10.4% (5)	6.3% (3)	12.5% (6)	16.7% (8)	6.3% (3)	8.3% (4)	**27.1% (13)**	48
								answered question	52
								skipped question	8

15. Please identify other important contradictions that we have not considered in the space provided below.

	Response Count
	21
	answered question	21
	skipped question	39