

Aligning the Ends Goals with AEA's Mission



Last Update: 5-15-2015

Key: Potential Financial Impact shaded gray.

| Board Focus | | Management Focus | | Board Focus |
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| Ends Goals | Mission Connection | ED Interpretations: Vision of Success/ Outcomes | Action Plans | Success Indicators |
| <p>1. Evaluators have the skills and knowledge to be effective, culturally competent, contextually sensitive, and ethical professionals.</p> | <p>1. Improve evaluation practices and methods</p> | <p>1) Professional Development programs expand in content and delivery options such that AEA is considered the leading source of high quality PD content and delivery.</p> | <p>1. Create PD Action Plan to include overhauling AEA's technology approach towards PD delivery (Complete by 2.17)</p> | <p>1. The current Professional Development opportunities maintain a rating of 4.0 or higher each year.</p> |
| | <p>4. Support the Contribution of Evaluation to the Generation of Theory and Knowledge about Effective Human Action</p> | <p>2) Guiding Principles and Cultural Competency Statements are supported by programs and educational tools that expand the understanding and acceptance by members.</p> | <p>2. Create feasibility Study Plan for Professional Competencies plus recommendations and implications for operations. (Complete by 12.16)</p> | <p>2. PD Action Plan is developed in 2015; implemented for 2016. 60% of survey respondents consider AEA the leading source of PD evaluation content by 2017.</p> |
| | | <p>3) Competencies are researched for feasibility for the field of evaluation.</p> | <p>3. Overhaul technology through comprehensive plan to enhance website, e-library platform. Increase ease of use, searchability, awareness. (staff/WG. Deadline 6.17)</p> | <p>2.A. 75% of member respondents report awareness of both documents in the Member Feedback survey. 45% of members report using the documents and educational tools (video/teaching guides) in their practice.</p> |
| | | <p>4) AJE and NDE are the primary sources of information about evaluation.</p> | <p>4) Investigate the establishment of a publications committee to sustain journal reputation. (Mngt WG)</p> | <p>(Measurements to be adjusted upon survey results.)</p> |

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| <p>2. Evaluators share and benefit from a sense of professional affiliation.</p> | <p>2. Increase Evaluation Use</p> <p>3. Promote Evaluation as a Profession</p> | <p>AEA is structured (technology, TIGs, Affiliates, programs) so that growth in membership emphasizes diversity and promotes engagement where learning and teaching are inherent in all programs. Members actively communicate with each other through tools and platforms in a way that is energizing, respectful, compelling, innovative and productive.</p> | <p>1. Social Media Action Plan - including website community engagement (Roosendaal/MCS/WG 1.15)</p> <p>2. Affiliate/TIG Engagement Action Plan (Roosendaal/Admin/WG 12.15)</p> <p>3. Membership Development plan (Admin/WG Complete.1.15-3.15)</p> | <p>1. 10% of new members are generated first through Affiliate contact by 2016.</p> <p>2. 75% of TIG leaders report feeling engaged and consulted by AEA management by 2016.</p> <p>3. New membership for targeted audiences increases by 20%.</p> |
| <p>3. There is broad growth in the visibility and perceived value of evaluation.</p> | <p>2. Increase Evaluation Use</p> | <p>AEA expands communication on its policy statements in a way that enhances understanding by businesses and non-profits on the use of evaluation, both domestically and internationally.</p> | <p>1. Research feasibility of a targeted "What is Evaluation?" Campaign OR other strong PR type presence/plan. (FY 2017)</p> <p>2. Investigate viability of collecting external statistics on evaluation usage.</p> | <p>1. Proxy measurements for employer understanding of the role/importance of evaluation: Requests for use of Career Center, requests for evaluation policy assistance. (Measurements to be developed.)</p> |

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| <p>4. Informed policy builds the capacity of communities and organizations to engage in evaluation.</p> | <p>4. Support the Contribution of Evaluation to the Generation of Theory and Knowledge about Effective Human Action</p> | <p>1) AEA initiates a collaborative approach in linking with external organizations and reaching out to various stakeholders to impact policy and usage of evaluation.</p> <p>2) AEA is a clearinghouse of information on policy statements and information about evaluation both domestically and internationally.</p> | <p>1. Act on recommendations of Cross-Discipline TF (Staff/TF. Deadline 12.15)</p> <p>2. Pursue Int'l WG partnerships programs focused on organizational & policy connections (Complete by 12.15)</p> | <p>1. 10% of total AEA conference attendance and PD program registration originate from another similar organization.</p> <p>2. International membership increases by 10% by 2016.</p> |
| <p>5. AEA Members value their membership.</p> | | <p>AEA's membership is engaged and aware of AEA's programs, products and services. The PD programs are well attended and evaluated as valuable. AEA is reaching a highly diverse population with its membership message.</p> | <p>1. Membership Growth and Engagement Action Plan (Roosendaal/WG) to reflect Board Growth Discussion.</p> | <p>1. Achieve 70 % of members surveyed who indicate AEA membership as valuable.</p> <p>2. 20% of membership consider themselves highly engaged in AEA. (Measurements to be adjusted upon survey results.)</p> |