



# Strategic Doing Project Proposal

Thank you for your interest in participating in AOM's Strategic Doing activities. We welcome creative and innovative proposals. To expedite the evaluation process and increase the likelihood that your proposal will be endorsed and supported, please review the "Evaluation Criteria for Strategic Doing Project Proposals" document.

**1. Project Title:** Short title that succinctly and uniquely describes the project.

*(NOTE: Please use subtitle if more than 5 words are required to describe the project, example: Project Title: "Ethics Blog" Subtitle: "The Ethicist: An Innovative Way to Engage Members in Ethics Dialogues")*

**2. Status of this Proposal:**  This is a **NEW** proposal.  This is a **REVISED** proposal.

**3. Strategic Objective:** State the specific strategic objective this project is intended to achieve.

*(NOTE: A listing of all current objectives is included on the last page. You may copy and paste from this list into this area.)*

**4. Project Champion:** The Project Champion takes responsibility for coordinating the project team, communicating with the Board Liaison Committee and leading the project to completion. Provide name, employer affiliation, email address, and telephone number of the Project Champion.

| Name | Employer Affiliation | Email | Telephone |
|------|----------------------|-------|-----------|
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**5. Project Team:** Team members work with the Project Champion and agree to be responsible colleagues. They are committed to putting in the effort needed to ensure the project succeeds. Provide name, employer affiliation, email address, and telephone number of each Team Member.

| Name | Employer Affiliation | Email | Telephone |
|------|----------------------|-------|-----------|
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**6. Constituencies Represented on the Project Team:** The Project Team includes all individuals who are dedicated to carrying out the proposed project; that is, it includes the Project Champion and other Team Members. For each person, please list any memberships and official roles they have in particular divisions, interest groups, committees, task forces, and so on. Projects that include members from more than one unit of the Academy will be given preference.

**7. Collaborators not included in the Project Team membership:** We value projects that build and leverage connections across units of the Academy. If the project requires collaboration with other groups in the Academy who are not represented by members of the Project Team, identify those groups and describe how they will be involved.

*NOTE: Confirming collaborators is the responsibility of the Project Champion. You will be asked to confirm any required involvement in the project before AOM resources are committed to the project. To avoid delays, collaborators should be contacted before a proposal is submitted.*

**8. Qualifications of Project Team:** For each person on the Project Team, provide a brief and concise statement of specific qualifications that are relevant to this project.

*NOTE: Please Do NOT attach resumes or CVs. Provide information only about qualifications that are directly relevant to the proposed project.*

**9. Detailed Project Description:** Provide a detailed description of the proposed project by filling in the requested information below. In order to receive endorsement and support, your proposal must include all of the information requested here.

**a. Strategic Objective:** Explain how the project addresses a specific Strategic Objective. What is the Project Team's specific deliverable outcome, product, or service?

**b. Benefits:** Describe the benefits to AOM members.

**c. Action steps with timeline:** Describe specific action steps, with a timeline for their completion.

**d. Completion date:** State a realistic target date for completing the project.

**e. Obstacles:** Describe any major foreseeable obstacles to successful project completion, and explain how these would be addressed by the Project Team.

**f. Milestones:** Specify the major milestones to be achieved as you move toward completion of the project. Include expected completion dates for each milestone.

**g. Metrics for monitoring:** All proposals that receive resources from the Board will be monitored and formally evaluated. Please identify metrics (and timeline for evaluation) that would be appropriate for the Board Liaison Committee to consider when monitoring and evaluating the success of this initiative.

**h. Resource requests:** (*financial, technical, human, other*) What resources are needed to carry out the project? Explain how the resources will be used. Please provide a detailed budget.

**11. Prior Contact with Board Liaison Committee(s):** Project Teams are encouraged to discuss their ideas with the appropriate Board Liaison Committee before submitting a formal proposal. For Revised proposals, the Project Team will have received formal written feedback. If the Project Champion or other team members received formal or informal advice or feedback from any Board Liaison Committee, please provide a brief summary. This information will be used to help ensure continuity in the Board's evaluations of this proposal.

## **Addendum: List of AOM's Current Strategic Objectives:**

*Current Strategic Objectives, as revised April 2014\**

Please copy/paste the objective your proposal is intended to achieve into item #3 (above).

### **INTERNATIONALIZATION**

- (INT 1.3) Create and implement mechanisms to encourage and measure geographic participation and geographic diversity, at all levels of the Academy.
- (INT 1.6) Develop multi-year strategy and business plan for small, geographically diverse meetings that incorporate innovative models and leverage member expertise in learning.

### **PROFESSIONAL IMPACT**

- (PI 2.1) Produce a plan to invest resources for the purpose of identifying and then beginning to respond to members needs for additional teaching resources.
- (PI 2.3) Engage our colleagues and relevant stakeholders in reflective consideration and conversation about the meaning of professional impact and for whom, followed by conversation that broadens current measurement of impact (beyond articles, citations, media mentions).
- (PI 2.4) Develop a strategy and implementation plan for disseminating knowledge to non-academic audiences through novel online approaches.

### **STATE OF THE PROFESSION**

- (SOP 3.2) Identify for Academy leaders (DIG chairs, BOG, etc.) the key learnings from the D&I survey and encourage the development of initiatives that are reflective of those learnings likely to increase member involvement and feelings of inclusion.
- (SOP 3.3) Generate and carry out a plan consisting of multiple approaches to gaining explicit, multi-dimensional understanding about the professional challenges facing members and their implications for the Academy (ex. Deans conferences, exit interviews, observations, focus groups, inquiry interviews, collaborations with other associations to assess challenges, etc.)

### **ACADEMY MANAGEMENT**

- (AM 4.1) Produce a white paper that examines an alternative dues structure. Issues to be addressed will include possibly providing some fee-based services (i.e., services that are unbundled from the dues) and offering new types of membership with associated differences in dues and fees.
- (AM 4.2) Build a larger portfolio of robust mechanisms to facilitate cross-Division and Interest Group collaboration and learning about best practices.
- (AM 4.3) Conduct 2-year review of progress on the revised objectives in the Strategic Plan, in anticipation of a more thorough 5-year review of the full plan.
- (AM 4.4) Conduct a portfolio-wide evaluation of all AOM outlets (journals, proceedings, *AOMConnect*, etc.) to determine potential new outlets, delivery methods and distribution channels.
- (AM 4.5) Develop and execute a multi-year, multi-level plan to welcome and onboard members into the association.
- (AM 4.6) Develop and execute action plan to address reduction in membership numbers and conference attendance.

*\* At the December 2013 and April 2014 Board of Governors' meetings, the Board assessed progress on the strategic objectives included in the 2010 AOM Strategic Plan and identified new (and revised) objectives based on the current needs of the association and its members.*