



AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES &
THE CENTER FOR ASSOCIATION LEADERSHIP

Future Facing: An Evolving Strategic Framework

OUR CAUSE (why we exist)

ASAE & The Center help associations and association professionals transform society through the power of collaboration.

OUR VALUE PROPOSITION (what we do)

ASAE & The Center connect great ideas and great people to inspire leadership and achievement within the association community.

OUR PROMISE (how we serve our stakeholders)

We promise to provide exceptional experiences, a vibrant community, and essential tools that make our stakeholders and their organizations more successful.

OUR GOALS & OBJECTIVES

GOAL 1: KNOWLEDGE

ASAE & The Center will be the definitive source for ideas, tools, and resources for the association profession.

Outcome: ASAE & The Center are the first choice for knowledge and information for the association profession.

- 1.1 Enhance the quantity, quality, and relevance of the association management tools and resources we offer.
- 1.2 Strengthen our capacity to explore new ideas and approaches for the profession, and foster greater innovation within a global business environment .
- 1.3 Pursue opportunities for collaboration both inside and outside our community.
- 1.4 Develop and promote professional standards and best practices.

GOAL 2: LEARNING

ASAE & The Center's exceptional learning experiences will enable the association community to consistently produce superior results.

Outcome: Those in the association community attribute their enhanced performance to ASAE & The Center's learning experiences.

- 2.1 Produce learning experiences that pioneer new approaches and model best practices in adult learning.
- 2.2 Offer learning options that can be customized to the needs and resources of a diverse group of participants.

GOAL 3: COMMUNITY

ASAE & The Center will engage association professionals and industry partners in a diverse, global, welcoming community.

Outcome: ASAE & The Center is the professional community of choice for association professionals and industry partners.

- 3.1 Help those in the association community connect with others who share their interests.
- 3.2 Promote and nurture a culture that supports diversity in every facet of the organization.
- 3.3 Increase collaboration with our regional networks and allied societies.

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GOAL 4: ADVOCACY

ASAE & The Center's advocacy and communications efforts will enhance recognition for the profession and result in a positive legislative and regulatory climate for the association community.

Outcome: The legislative and regulatory climate is favorable to associations, and the general public recognizes the valuable role that associations and association professionals play in advancing society.

- 4.1 Increase awareness among the general public, policymakers, and the media of the critical role associations and association professionals play in society.
- 4.2 Identify key public policy priorities for the profession and work to enact legislation and policies that benefit the association community.