1.0 Brand Voice - Evolving Strategic Framework

Our Cause | why we exist
ASAE helps associations and association professionals transform society through the power of collaboration.

Our Value Proposition | what we do
ASAE connects great ideas and great people to inspire leadership and achievement within the association community.

Our Promise | how we serve our stakeholders
ASAE provides exceptional experiences, a vibrant community, and essential tools that make you and your organization more successful.

Our Goals and Objectives

GOAL 1
knowledge
ASAE will be the definitive source for ideas, tools, and resources for the association profession.

Outcome
ASAE is 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 Develop and promote professional standards and best practices.

GOAL 2
learning
ASAE’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’s learning experiences.

2.1 Produce learning experiences that incorporate new approaches and model best practices in adult learning.

2.2 Offer learning options that address the different needs and preferences of a diverse group of participants.

GOAL 3
community
ASAE will engage association professionals and industry partners in an ethical, inclusive, diverse, global, and welcoming community.

Outcome
ASAE is a preferred community of value 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 ethical conduct, inclusion, and diversity in every facet of the organization.

3.3 Collaborate both inside and outside our community to extend and enhance ASAE’s value.

3.4 Engage association professionals in targeted global markets in a manner appropriate to that market to extend and enhance ASAE’s value.

GOAL 4
advocacy
ASAE’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 role that associations and association professionals play in advancing society is recognized as valuable.

4.1 Increase awareness among the ASAE community, 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.