

## APLG DRIVING AND RESTRAINING FORCES

Driving Forces Causing Success	Level of Impact 1 (low) to 10 (high)	Leveragability 1 (low) to 10 (high)	How are we doing at leveraging? 1 (poor) to 10 (well)
1. APLG has a great reputation in the professional and academic community.	9	7	4
2. We are able to help and mentor new (first term) and potential program leaders.	9	9	5
3. We can identify faculty trends and expectations including managing and mentoring faculty.	8	9	5
4. We can identify student trends and expectations including learning, skills, recruiting, and classroom engagement.	8	7	5
5. Annual meeting size provides exceptional networking and learning opportunities with program leaders, experts, and professionals.	10	9	9
6. We provide a forum (the annual meeting) for exchange of ideas with other accounting program leaders and can benchmark our programs.	7	8	6
7. We provide an opportunity to hear leaders of the accounting profession.	8	8	6

Restraining Forces Preventing Success	Severity 1 (low) to 10 (high)	Degree of difficulty to solve 1 (low) to 10 (high)	How are we doing at solving? 1 (poor) to 10 (well)
1. Misperception that membership is limited only to department chairs.	8	5	2
2. Lack of understanding by faculty on the benefits of APLG membership and meeting attendance.	8	6	4
3. Lack of participation on the part of many small schools as well as some very large well known institutions.	8	10	2
4. Competing for leadership with FSA and other AAA organizations and leadership positions are short-term.	8	7	5
5. We have an unclear population of potential membership (folks don't know if they will be interested in becoming a department chair or assume other leadership roles)	7	7	3
6. Continued pressure on university operating budget with respect to how many meetings faculty can attend	8	8	5
7. Lack of department and university support for non-chairs to participate in APLG	7	6	3
8. High turnover of program leadership affects our membership.	8	10	4