

SWOT Analysis
APLG Strategic Planning SWOT Team

Team: Greg Carnes, Mark Nixon, Martha Eining, Nina Guthrie, Jenice Prather-Kinsey

Strengths

- 3 Networking and meeting other accounting academic leaders
- 3 Keeping accounting leaders informed on important program issues
- 3 APLG Annual meeting has a clear, focused purpose which results in an effective program for participants, but should APLG try to appeal to a more diverse group

- 2 Quality of leadership and dedication of leadership
- 2 All members are leaders in accounting academia
- 2 Opportunity to relate with professional national recruiters and profession leaders on a one-on-one basis

- 1 Financially secure
- 1 Logistical support from the AAA

Weaknesses

- 3 Most members involvement is limited to attending annual meeting because there is a lack of opportunity for members to engage with section and with one another
- 3 Lack of marketing and branding of the APLG which results in lack of name recognition

- 2 Perception the APLG is only for Department Chairs
- 2 Lack of participation from many accounting departments across the country (disengaged)
- 2 Limited recruiting function or expectation for the APLG to recruit new members; no organized marketing plan
- 2 Lack of succession planning in leadership has direct impact on redundancy of work from year-to-year
- 2 Identification of key issues is ad hoc/informal

- 1 Lack of continuity in membership
- 1 Confusion with AAA organization when dealing with policy and advocacy issues
- 1 Overlap of membership with FSA but organizations have distinct missions (at least on paper)
- 1 Many members are also involved in other AAA sections, often in leadership roles (limits time)

Opportunities

- 3 Greater presence at AAA Annual meeting to connect with important constituencies
- 3 Opportunity to bring in new program leaders (those that have not participated in the past) by using firm support to broaden participation
- 3 Rethinking our governance structure; develop a committee structure
- 3 Provide discounted membership and registration fees for multiple members from the same school

- 2 More networking with other program leaders to create opportunities for detailed discussions of current obstacles (hands on operational workshops)
- 2 Opportunity to broaden mix of schools (clienteles) participating in APLG
- 2 Potential opportunities to build synergies and efficiencies if APLG and FSA merge
- 2 To conduct research on difference in roles of accounting chairs versus other business department chairs; results can be shared with Deans and used for developing/training new chairs

- 1 Opportunity for the APLG to have broader influence in profession and academy
- 1 Leverage technology to better meet needs of program leaders

Threats

- 3 Most people view APLG as only an annual meeting with no interaction or benefit throughout the year
- 3 Lack of utilizing innovative technology to communicate with broad population of accounting leadership
- 3 Perceptions of a lack of a substantive value proposition

- 2 Is there value to membership in both APLG and FSA? Would a choice threaten APLG?

- 1 Schools ability to fund travel
- 1 Turnover in membership threatens our ability to change and grow; leads to stagnation