

APLG Strategic Plan Committee on Value Proposition

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1. In order to determine the value proposition to members and potential members of the APLG, the discussion centered on identifying APLG's stakeholders (current and potential). The groups identified were:
 - Current accounting program leaders (APL)
 - Prospective APL
 - Current and prospective program directors (undergraduate and graduate programs)
 - Professionals
 - Past APL
 - Deans

The primary stakeholder groups include current APL and those who will become APL in the near term. APL includes department as well as specific program leaders, such as graduate program directors. Most APLG programming is oriented toward these two stakeholder groups.

Since few APL have had formal training for the APL position, the APLG is intended to be the primary organization to assist accounting APL in learning and performing better in their jobs

2. Once stakeholders were identified, the discussion revolved around defining the responsibilities of APL and other stakeholders. The four broadly defined dimensions of an APL we identified were:
 - People—interacting with both faculty and students including recruitment, retention and performance management
 - Curriculum and content of programs
 - External relations (fundraising, alumni relations, relations with professional firms, employers, and other universities, etc.)
 - Internal administration including department, divisional, university and accreditation compliance and planning requirements

APLG will provide support for current and future APL in order to enable them to better fulfill their responsibilities regarding each of the dimensions of their APL position.

3. The next step in defining the APLG value proposition was to determine how to assist our stakeholders with performing their responsibilities in a more efficient and effective manner. We identified the following types of opportunities to assist APL:
 - Peer-to-Peer networking enabling long-term relationship building and providing knowledge to members on whom to call when assistance from other APL would be useful. Networking facilitates mentoring relationships and reduces the sense of isolation that APL often experience as part of their position.
 - Professional and individual development
 - Program and institutional development/best practice sharing
 - Supportive environment to reflect and to think strategically
 - Advocacy support
 - Comparative data sharing
 - Assist in the generation of new ideas
 - New chair programing

4. The next step is determining specific activities that facilitate the above opportunities. The following are some examples of current or potential activities that allow for the opportunities listed above:
 - AAA and APLG annual meetings
 - Newsletters/website
 - Mentoring program
 - Webcasts
 - Common interest groups

Future: We need to examine each of the steps above and decide if they should be further specified, edited, etc. We also need to map activities to the opportunities we believe should be offered by the APLG to its stakeholders.