

Vision

DEVELOPING OUR COMMUNITY

- Attract and support leaders of diverse programs
- Maximize leadership capabilities of members
- Be the primary resource for accounting leaders throughout their leadership life-cycle

**Be the premier
resource and voice
for the accounting
program leadership
community**

SERVING PROGRAM LEADERS

- Enable program leaders to effectively manage and advance their programs.
- Provide information and skills to assist program leaders in adapting to changes regarding substantive issues that affect accounting programs
- Facilitate peer-to-peer networking and mentoring opportunities.
- Be a voice from accounting academic leadership to key external organizations.

ENHANCING ORGANIZATIONAL EFFECTIVENESS AND VALUE

- Establish an effective organizational structure and leadership process
- Create a large and growing pool of engaged members
- Establish an effective committee structure
- Create effective communication channels
- Maintain a financially sound organization
- Monitor mission fulfillment and effectiveness
- Develop, enhance, and promote the APLG brand

VISION ELEMENT	Desired Future States
<p>DEVELOPING OUR COMMUNITY</p>	<ul style="list-style-type: none"> • Attract and support leaders of diverse accounting programs <ul style="list-style-type: none"> ○ Expand and diversify membership to all accounting program leaders ○ Welcome participation from international program leaders • Maximize leadership capabilities of members <ul style="list-style-type: none"> ○ Develop members as leaders ○ Support management development at different career stages • Be the primary resource for accounting leaders throughout their leadership life-cycle <ul style="list-style-type: none"> ○ Develop benchmark opportunities ○ Maintain a repository of data and best practices ○ Provide continuing education opportunities for different career life-cycle stages ○ Be recognized as a career enhancer • Increase the value of our programs and services <ul style="list-style-type: none"> ○ Influential source of leadership development ideas ○ Understand trends and help our members deal with them ○ Provide support through a variety of programs and venues (including webinars, online information, and communication)
<p>SERVING PROGRAM LEADERS</p>	<ul style="list-style-type: none"> • Enable program leaders to effectively manage and advance their programs. <ul style="list-style-type: none"> ○ Periodic surveys to assess satisfaction levels and identify needs/wants ○ Timely meeting evaluations and dissemination of information to Board • Provide information and skills to assist program leaders in adapting to changes regarding substantive issues that affect accounting programs <ul style="list-style-type: none"> ○ Identify significant trends in the academy, the profession, and society and keep members informed and current • Facilitate peer-to-peer networking and mentoring opportunities. <ul style="list-style-type: none"> ○ Provide support through a variety of programs and venues (including webinars, online information, and communication) • Be a voice from accounting academic leadership to key external organizations. <ul style="list-style-type: none"> ○ Speak out on issues impacting our members and their programs when we can have a substantial impact ○ Be a voice for institutional, professional, and societal changes

VISION ELEMENT	Desired Future States
<p style="text-align: center;">ENHANCING ORGANIZATIONAL EFFECTIVENESS AND VALUE</p>	<ul style="list-style-type: none"> • Establish an effective organizational structure and leadership process <ul style="list-style-type: none"> ○ Ensure continuity of strategic focus and action ○ Periodically measure and monitor strategic results ○ Establish well-defined roles and responsibilities • Create a large and growing pool of volunteers <ul style="list-style-type: none"> ○ Increase the number of people who want to be involved ○ Identify meaningful and important issues and tasks ○ Recognize and reward individuals for meaningful contributions ○ Over time, see increasing levels of organizational commitment • Establish an effective committee structure and processes <ul style="list-style-type: none"> ○ Clearly defined duties; simple and effective operating plans ○ Establish effective relationships with AAA regions (leverage APLG regional coordinators; identify ways to provide value through the AAA regions) • Create and monitor internal communication channels <ul style="list-style-type: none"> ○ Reach our community in a variety of ways (webinars, online, conferences, networking events; sharing experiences and best practices) • Maintain a financially sound organization <ul style="list-style-type: none"> ○ Prudent financial management ○ Innovative and sustainable services (examples: electronic platform for data, programs, etc.) • Develop, enhance, and promote the APLG brand <ul style="list-style-type: none"> ○ Build awareness of APLG in the accounting academic and professional communities ○ Clarify and strengthen value proposition and market to members and prospective members ○ Expand organizational benefits beyond the APLG/FSA Annual Meeting ○ Have APLG recognized as a career enhancer