

AAA UPDATED INITIAL PROPOSAL SUBMISSION FORM: ROUND 1B

Input to Strategic Prioritization to be Submitted in Round 2

| I. Project Overview |
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| Activity/Project/Program Name: |
| Name of individual or group championing and proposing the activity: |
| Explain any major differences between the Round 1 proposal and this submission: |
| Describe the proposed activity or program. Indicate whether it is a new initiative, a revision to an existing initiative, or an extension to an existing initiative. |
| Why is this project important now and what is the anticipated outcome? |
| What audience/s, and how many people, do you project will be impacted by this project/activity? (Are they AAA members, other practicing professionals, public/society, others?) |
| What individuals or groups will need to be involved in order for this proposed project to be accomplished? |
| What is a preliminary timeline for this project (both short and long-term)? |

Proposals will be reviewed by the Board in two rounds, and scored on a scale of 1-4 against an established rubric.

| II. AAA Mission Impact Criteria <i>Note: Each project is not expected to match every criteria at a high level.</i> | Describe how the proposed activity contributes to each criteria |
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| Intended Impact To what extent, as currently planned (and executed), does this program: Globally engage and inspire the accounting community, broadly defined, to advance accounting as a learned profession through the purposeful integration of research, teaching, and practice. | |
| Excellence in Execution Is this program something that you believe the AAA can currently deliver in an exceptional manner? In other words, do you think that the AAA's professional staff and member leaders have the experience and expertise to execute this proposed activity at | |

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| a high level with existing resources, or do you think we would need to learn more to be successful? Why or why not? | |
| Broaden Community To what extent do you see this program effectively connecting, leveraging, nurturing and growing our relationships with internal or external constituents, both current and potential? | |
| Unmet Need To what extent is there a significant need for which the AAA has a comparative advantage? | |

III. Resources Required

In Round 1 of the proposal, please provide a high level overview of the resources/expenses needed for this proposed activity. Note that if this project moves to the second Round, the professional staff will work with the champion to develop a more thorough financial model (*Use "not applicable" if you believe none would be needed, and "don't know" if this it take more research to answer the questions.*)

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| Outside Expertise/Partners Are there other organizations or people needed to provide this service? Or, is there specific outside expertise that will be required? | |
| Investment / Cost Structure Do you think that an investment will be needed to implement this project? Is it likely we currently have, or will be able to easily secure, the finances needed to carry out this project? If investment required – what is your ballpark estimate of the amount of investment? | |
| Staffing What tasks and time would be required of professional staff and member volunteers? Please provide a brief description of your sense of the support needed. | |
| Organization Culture Are there potential shifts in organizational culture required for this activity to succeed? If yes, who will this shift affect: professional staff, Board/Council, members, Segment leaders, partners, or others? | |

IV. Financial Outlook/Revenue Strategy

In Round 1 of the proposal, please provide a high level overview of the revenues and/or cost savings generated by this proposed activity. Note that if this project moves to Round 2, a professional staff member will work with the champion to develop a more thorough financial model (*Use "not applicable" if you believe none would be needed, and "don't know" if this would take more research to answer the questions.*)

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| Profitability How will this project impact the Association's profitability? Will this activity provide funds and/or reduce program expenses? | |
| Future Outlook What is the market for this activity? Is it stable or shifting? Please describe briefly. | |
| V. Other (Y/N + narrative) | |
| Time to Impact Are there any critical dates for this project to be successful? How long do you believe it will take for the project to be completed and begin delivering the benefits envisioned? | |
| Risk Is the AAA or its partners subject to any risk embarking on this project – or <i>not</i> embarking on it? What is the estimated level of risk that would be involved - Low, Medium, or High? What are the factors influencing the risk? | |