

Defining a Common Future: The Major Themes Upon Which We All Agree

GOAL: To identify COMMON GROUND: 4-5 specific action statements that tell the **what** and **why** for taking next steps together.

Common Ground THEME as a Priority for AAIE	Rationale
<p>1. We will identify and develop a focused and streamlined set of communication strategies and systems that keep leaders around the world connected, that encourage followership, and best serve our membership.</p>	<ul style="list-style-type: none"> • We need an overall communications/marketing plan and calendar • We need to track communications effectiveness—developing metrics to ensure ongoing adaptability of strategies and systems • Ensure clear purpose and audience for each push email or social media communication— must ensure reader interest and following • Communications/marketing plan informs website messaging and formatting revisions
<p>2. We will identify and develop critical systems for membership cultivation, engagement and stewardship.</p> <p>(Networking → Relationships → Belonging)</p> <p>3. We will proactively build formal and informal systems to ensure a world community of BELONGING and inclusion across a diverse AAIE membership.</p>	<ul style="list-style-type: none"> • Creating strong messaging about inclusive membership and joining the world community. • Reaching out toward engaging the AAIE community, creating places and spaces for AAIE members to share expertise, interests, stories, successes. • Must address the human condition of belonging across cultures, borders and time. • To ensure our membership knows they are valued and essential to the welfare of the AAIE through her/his contributions. • To connect with our AAIE membership on an affective and cognitive level through personalizing and actively building lasting relationships with and for every leader across roles and responsibilities.
<p>4. We will identify and develop critical partnerships to achieve the AAIE vision and mission and objectives.</p>	<ul style="list-style-type: none"> • Need to provide forums for discussion and collaborative learning and action on current-contemporary leadership issues, concerns and challenges. • Build critical partnerships to better provide current and aspiring leaders with professional development in support of continuous improvement of leadership perspectives, skills and dispositions.