



May 11-12, 2018

AAIE Board of Trustees Strategic Thinking Seminar:

OUTCOMES

Introduction

The board of trustees for the Association for the Advancement of International Education completed the springboard meeting with a consensus on key themes that are meant to guide the strategic and preferred future for the Association.

Combining NYC conference survey data and feedback from the “Changing the Conversation” solution session, organizational memory and anecdotal perspectives of trustees– using the Blue Ocean protocol–our goal was to design a shared ideal for AAIE’s future. – and how we best identify through our mission and named themes the unique niche AAIE can occupy into the future.

Our Mission

As a global community that connects diverse people, ideas and resources, AAIE helps international educators lead with vision, wisdom, courage and integrity.

Goals

Our **GOALS** for the strategy session where as follows:

- To first look for new avenues, new opportunities and innovation(s) where AAIE can both add value to the needs of our membership and an uncontested domain for AAIE’s service and growth.
- To identify new demand for unique AAIE services–that we can provide better than any other organization– to support our members leading with vision, wisdom and integrity.

Essential Driving Questions

The first step was to review a set of “**ESSENTIAL QUESTIONS**” to guide discussion about the “prouds” and “sorries”, based on past and present perspectives about AAIE.

1. What does the data say about AAIE? What have we learned about ourselves? What do we know about the leadership needs of our membership?
2. What is the value-cost trade-off for promising innovations and opportunities for AAIE– that no one else offers or done as well as AAIE might?
3. How will AAIE differentiate our service and value-added opportunities for our members over all other organizations? What will be uniquely AAIE?
4. What must we do to create uncontested market space for AAIE– to create new and valued demand?
5. What are 3-4 innovations to create a motivated people proposition for AAIE?
6. What are the BOLD and BIG ideas to convert non-members into members? Again, to awaken the world community and to differentiate AAIE from all others.
7. How much risk beyond the status quo is AAIE leadership willing to take to achieve the aims of a forward-leaning organization– highly responsive to the needs of our membership?