



ASPA's Strategic Imperatives 2008-2010

***We need to change, we can change, we are prepared to change, we
will change... "ASPA Moving Forward!"***

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ASPA’s MISSION

ASPA is the leading public service organization that:

- Advances the art, science, teaching, and practice of public and non-profit administration.
- Promotes the value of joining and elevating the public service profession.
- Builds bridges among all who pursue public purposes.
- Provides networking and professional development opportunities to those committed to public service values.
- Achieves innovative solutions to the challenges of governance

ASPA’s CORE VALUE

Public Administration achieves public value by improving and supporting good governance.

ASPA’s COMMITMENT

Over the coming three years, ASPA will become more dynamic and agile in the pursuit of our purpose by serving our core and auxiliary constituencies, and working to expand our collaborative networks with groups who share our value and commitment.

Strategic Imperatives, Objectives, and Outcomes

Strategic Imperative 1: Be Member-Focused

ASPA will serve all of its membership equitably and effectively with a specific focus on *practitioners*.

Objective(s):

- 1.1 Design, plan, and implement program interventions to attract, serve and retain practitioners in ASPA.
- 1.2 Develop critical specifications for redesigning and recasting the annual conference for the purposes of increasing practitioner-oriented content and programming.
- 1.3 Create higher content coherence, incorporating the perspectives and needs of students, new professionals, and practitioners in new product and service development, the annual conference, and leadership development.
- 1.4 Become a data-driven organization, responsive to the composition of our membership and the larger public administration community, both in our programs and within our leadership.

Outcome: ASPA is the professional community of choice for practitioners, students, and new professionals with a high satisfaction level related to benefit, service and engagement.

Implementation Strategies and Tasks: (to be determined each year by staff and volunteer leadership)

FY2008:

FY2009:

FY2010:

Strategic Imperative 2: Align Component Services

ASPA will strengthen its components, with a focus on chapter and section revitalization, through a shift in staff alignment, program content and delivery mechanisms.

Objective(s):

- 2.1 Design and deliver new approaches to chapter and section support services, in terms of content, delivery, staffing, and volunteer support.
- 2.2 Expand collaborations and partnerships at the local and regional level in support of chapter and section development.
- 2.3 Align ASPA's financial, staff and volunteer resources to support chapters, sections, and other affiliates, aligning related decision-making against these priorities.

Outcome: ASPA's major components and affiliates experience a high level of measurable service, programming and engagement.

Implementation Strategies and Tasks: (to be determined each year by staff and volunteer leadership)

FY2008:

FY2009:

FY2010:

Strategic Imperative 3: Connect to the Future

ASPA will implement services specifically designed to attract, serve, and maintain student and new professional members.

Objective(s):

- 3.1 Serve students and new professionals through the following venues: volunteerism, communications, and product content.
- 3.2 Create new opportunities for the engagement of students and new professionals within ASPA programs, services, and governance.

Outcome: Higher levels of participation within ASPA from new and emerging public service professionals, such as contractors and consultants, students, and new professionals.

Implementation Strategies and Tasks: (to be determined each year by staff and volunteer leadership)

FY2008:

FY2009:

FY2010:

Strategic Imperative 4: Network through Technology

ASPA will communicate, serve, and govern itself using new technology infrastructure.

Objective(s):

- 4.1 Deliver products, services, and volunteer leadership using new technology and methods that require transformation in how we communicate, transact business, and manage volunteer networks.
- 4.2 Integrate web-based capabilities to expand service delivery to members and incorporate new tools and techniques for building networked communities.
- 4.3 Enhance website capabilities to effectively deliver conference program content to support chapter revitalization and other professional development programs.

Outcome: ASPA has implemented a new and/or improved technology infrastructure, which boost service efficiency, member engagement, and public awareness.

Implementation Strategies and Tasks: (to be determined each year by staff and volunteer leadership)

FY2008:

FY2009:

FY2010:

Strategic Imperative 5: Reorganize for Change

ASPA will reorganize its staff management and volunteer governance processes to align effectively with its *Commitment*.

Objective(s):

- 5.1 Re-conceptualize and restructure existing services to meet our strategic imperatives with a specific focus on the following priority areas: Annual Conference, ASPA Awards Program, and Publications.
- 5.2 Realign the national office focus and reorganize staffing structures to effectively serve underdeveloped core constituencies and affiliates (i.e. chapters, and practitioners).

- 5.3 Re-conceptualize and restructure ASPA's existing governing structures and activities to support effective governance.
- 5.4 Elevate National Council deliberations to a strategic level that provides meaningful results worthy of our volunteer leadership investment.
- 5.5 Capture the latent potential that ASPA holds as a high-performing organization in the field through an organizational focus on partnerships and collaborations, nationally and internationally.

Outcome: ASPA delivers services, products and leadership activities aligned effectively with our *PURPOSE* and provides an efficient return on investment.

Implementation Strategies and Tasks: (to be determined each year by staff and volunteer leadership)

FY2008:

FY2009:

FY2010