

ATLANTA ECONOMICS CLUB – STRATEGIC PLAN HIGHLIGHTS – MARCH 2004

Mission – To be the premier forum for the discussion of economic issues that have a direct impact on the business community and how economic analysis can play a role in the decision-making process. (The planning team reaffirmed the existing mission)

Constituency – Those working in Economics and related fields. Serving well the “core” constituency working most closely in economics (business economists, academic economists, planners and state and local economic developers) increases their participation, which also serves to draw people in a broader range of interests, such as financial investments, government agencies that use economic data, real estate and others. Geographic, age and occupation/sector diversity is seen as highly desired.

Path to AEC – Most leaders of AEC came through some form of personal contact – colleague or supervisor at work, personal invitation, company-sponsored “slot,” etc.

TEAMS

BIGGER TEAM – Charged with bringing more people into AEC. The Publicity Chair, Membership Chair & Secretary are key players. Goal is to add at least 10 members per year for the next few years.

BETTER TEAM – Charged with maintaining the quality of programs with relevant, timely topics and speakers. Vice President plays central role in this team, and can recruit help for setting programs.

NEWER TEAM – Charged with bringing innovations to AEC, such as a Happy Hour/Meet & Greet, joint meetings with other associations, etc.

TIMELINE

April – Survey completed, results to AEC Strategy Group
Each of 3 teams in place – Bigger Team, Better Team, and Newer Team
Forecasting Contest - Compile & Decide, Present Forecasting Award
Brochure ready (**completed in March**)

May – Program ideas firmly in place for Fall – Better Team

Early August - Save the date notice goes out for September program – on website, e-mail, E-vite and maybe flyer as brochure insert – Bigger Team

Fall – Host first Happy Hour/Meet & Greet with location TBD by Newer Team

October – Review Strategic Plan – Mid-Course Update

ATLANTA ECONOMICS CLUB – STRATEGIC PLAN MATRIX – MARCH 2004

GOALS	OBJECTIVES	TASKS	TEAMS		
			<i>Bigger</i>	<i>Better</i>	<i>Newer</i>
I. Grow as a Vital Professional Resource for Area Economists	A. Keep High Speaker Quality, and timely, relevant topics	1. Survey members and likely members 2. Small committee works with VP on Topics & Speakers	+	+	
	B. All AEC Events are Well-Publicized	3. Press Release & Flyer each month that lists upcoming Program (plus next 2 programs as “Save the Date”) 4. E-mail version of flyer for all to forward 5. E-Vite the invitation	+		
	C. Add 10 members/year	6. Post card to mail to list in not online 7. Have a Greeter at each meeting	+		
II. Make Programs & Activities More Accessible	D. AEC Meets in Optimum Location	8. Use survey results (see Task 1) to evaluate current location 8b. If results suggest change is needed , explore new locations (Midtown or Buckhead) with: - Good Food - Parking that is free & easy - MARTA Rail access		+	
	E. Diversify by Geography, Age, & Occupation/Sector			+	+
III. Seek New Opportunities & Connections	F. AEC is Highly Networked	9. Hold AEC Happy Hour in various parts of town as a Meet & Greet (brief, if any, speaker remarks) 10. Compile list of colleague associations 11. Hold joint meetings with relevant associations 12. Cross-promote events			+
	G. Three Teams, sharing the load	13. Cross-link to web sites 14. Leaders organize into teams, recruiting teammates: - “Bigger” More Participants - “Better” Programs & Activities - “Newer” Innovative Program Offerings	+	+	+