

# Association of Chief Academic Officers Strategic Plan

**Mission:** Provide a global forum for sharing best practices, discussing current academic issues and promoting the educational interests of member institutions and their Chief Academic Officers.

**Vision:** By 2025, the Association of Chief Academic Officers (ACAO) will be the leading professional organization for CAOs across all sectors of higher education.

**Purpose:** In affiliation with the American Council on Education (ACE), ACAO will work to enhance the effectiveness of CAOs by providing networking and professional development opportunities and engaging members in conversations focused on issues that cut across the diversity of higher education institutions and missions.

## Goals:

### 1. Create a robust professional organizational infrastructure

- Build capacity to deliver services and programs
- Develop and maintain an operations manual
- Build Board that has representation from all sectors of higher education
- Ensure full and active membership of Board and standing committees
- Engage additional higher education associations with ACAO
- Review and update by-laws annually

### 2. Increase the number of members from all sectors of higher education

- Comprehensively market ACAO
- Support marketing through communications and search engine optimization
- Expand international membership and the global reach of ACAO
- Engage all sectors of higher education in ACAO
- Conduct a membership drive annually

### 3. Provide compelling member benefits and support for ACAO members

- Develop a connection to the ACE Fellows program
- Participate in the ACE Institute for Chief Academic Officers as mentors and presenters
- Develop an ACAO-sponsored CAO Professional Development Program for aspiring CAOs
- Provide personal outreach to new CAO's
- Provide topical pre or post-conference workshops at annual ACE meetings
- Provide mentoring services for new CAO's or CAO's with specific needs/challenges
- Develop a platform for web-based conversations concerning issues and best practices in higher education
- Create an ACAO presence in social media
- Identify an active and supportive role for retired CAO's
- Promote networking opportunities for institutions with similar missions