

AEA STRATEGIC PLANNING

Committee Members:

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Strategic Planning (Poll Questions)

- **What 1 word or short phrase best describes the AEA?**
- **What can the AEA do better?**
- **What is your entity's greatest need?**
- **Are you active in any other professional organizations and why?**



Strategic Planning (Process)

- **Five W's of the AEA**



Strategic Planning (Process)

- Five W's of the AEA
- **Visionary and lofty goals**



Strategic Planning (Process)

- Five W's of the AEA
- Visionary and lofty goals
- **Role of Committee**

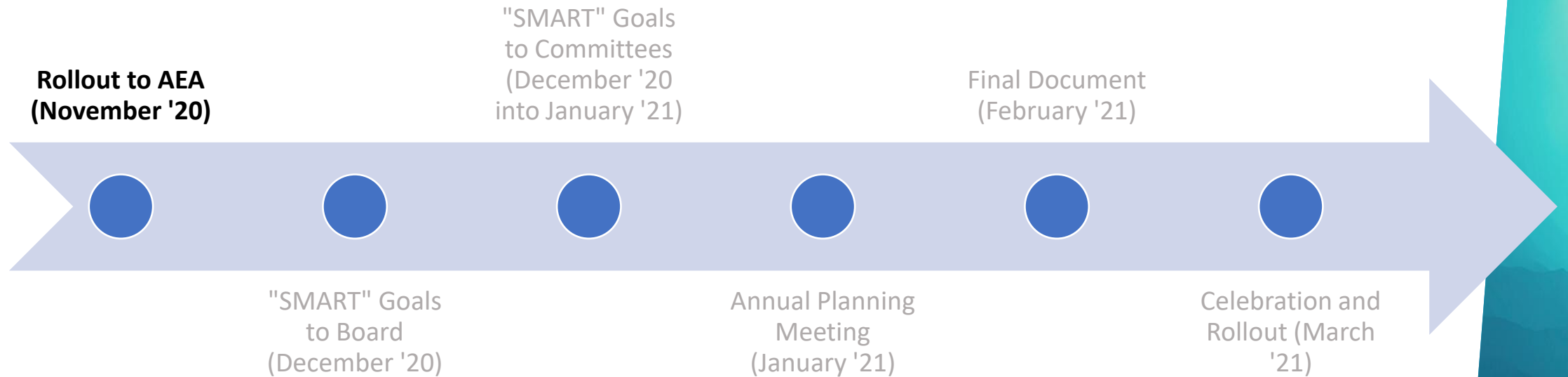


Strategic Planning (Process)

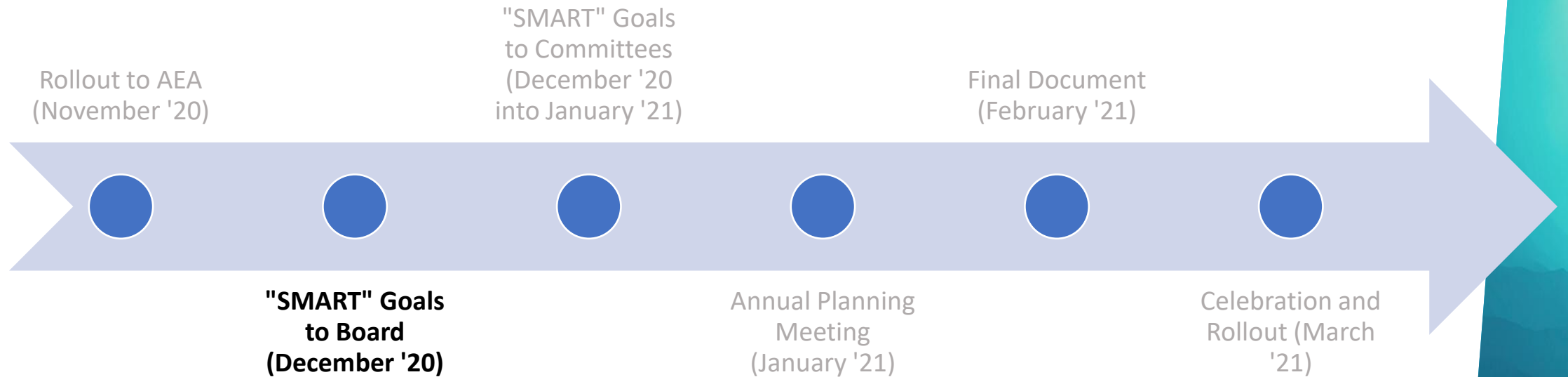
- Five W's of the AEA
- Visionary and lofty goals
- Role of Committee
- **Role of Membership**



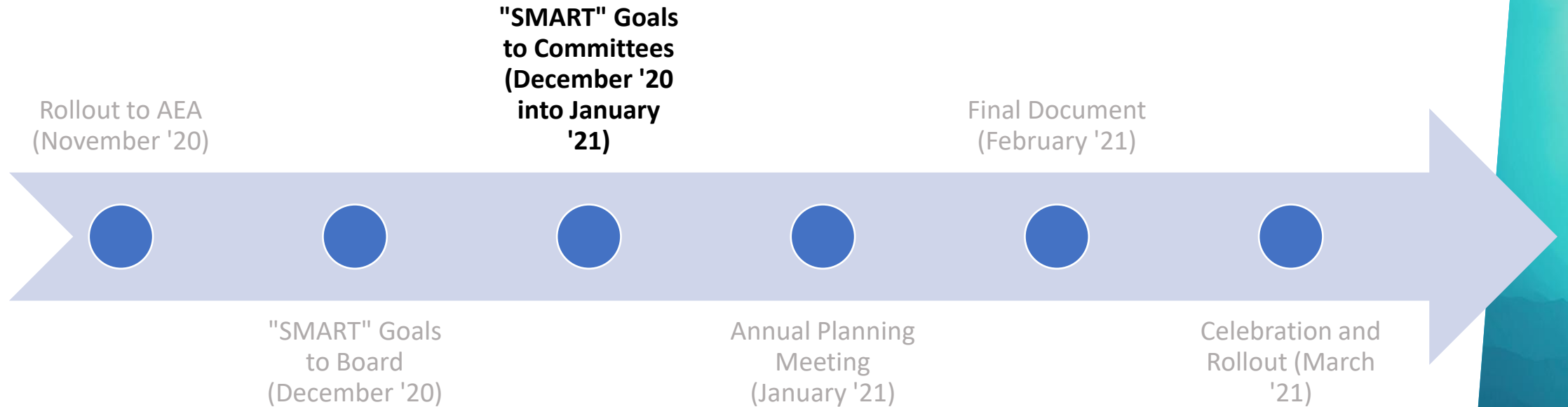
Strategic Planning (Timeline)



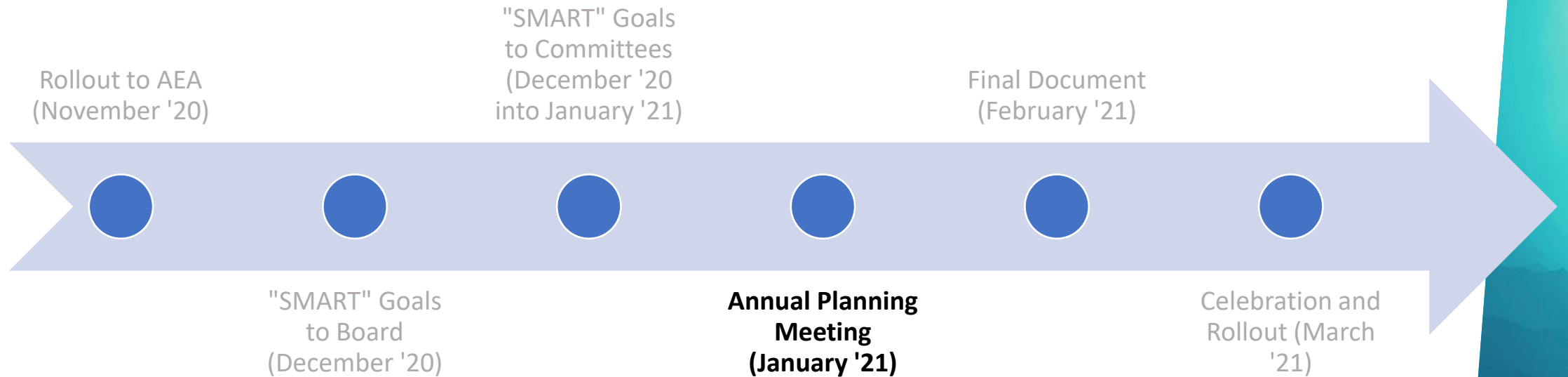
Strategic Planning (Timeline)



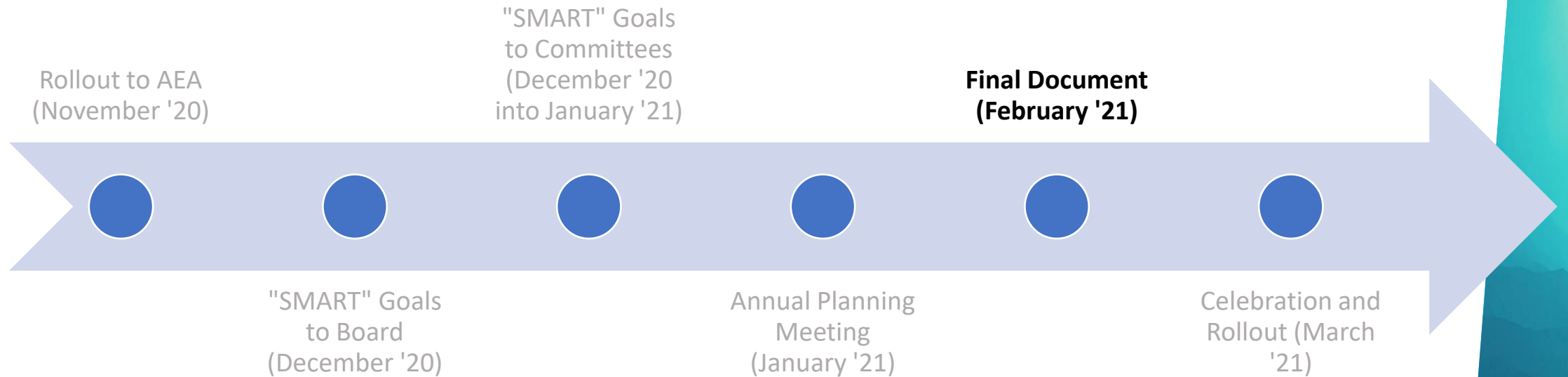
Strategic Planning (Timeline)



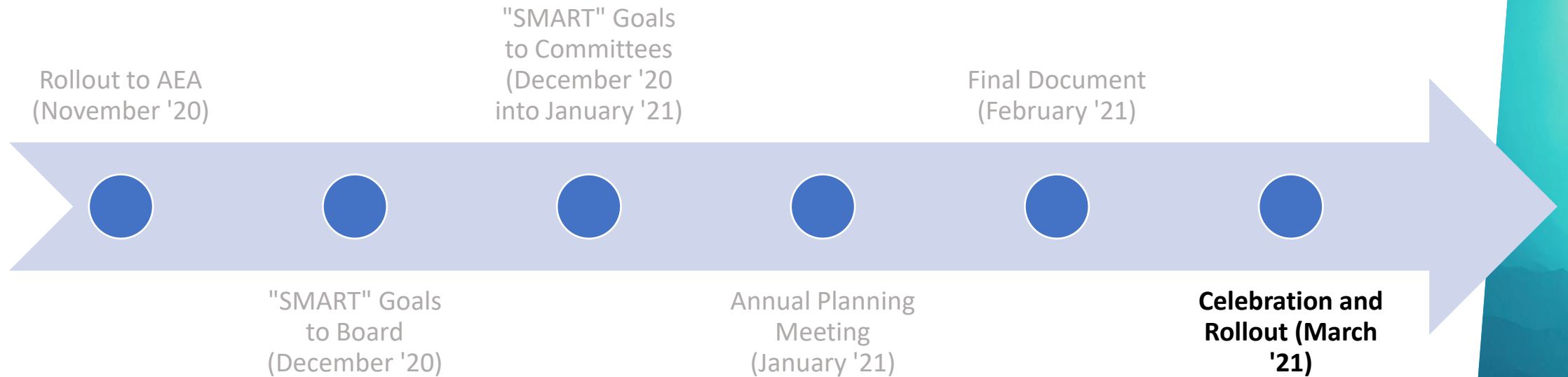
Strategic Planning (Timeline)



Strategic Planning (Timeline)



Strategic Planning (Timeline)



What 1 word or short phrase best describes the AEA?



Understanding Important Terms

- **VALUES** - A list of the principles or standards the organization holds sacrosanct or non-negotiable
- **VISION** - A description of the organization's aspirations—a statement of their desirable future.
- **MISSION** - A description of the specific actions the organization intends to take to strive towards the fulfillment of their vision.
- **STRATEGIC PLAN** - The written system of discreet, value-centric, specific, measurable, achievable, realistic, and time-bound goals, by which an organization gauges its success in achieving their mission pursuing their ultimate vision.



OUR VALUES

- (NOTE: Instant Poll here?)



OUR VISION

*"LEADING THE PURSUIT OF
ENVIRONMENTAL EXCELLENCE"*



OUR MISSION

The AEA will lead the way to environmental excellence through the development and pursuit of industry-recognized best practices in

Environmental Protection & Conservation,
Public Sector Leadership & Governance,

Collegiality,
Professionalism,
Science,

Education,
Technology,
Innovation,

Engineering,
Financial, and
Business Operations

of our member agencies and partners.



What can the AEA do better?



Establishing SMART Goals

Existing AEA Committees	
Executive Committee/Board of Director	Legislative
Governance: including Audit, Bylaws, Finance, Nominating, & Ethics	NJPDES
Coastal	Preparedness
Education and Conference Committee	Safety
Energy	Solid Waste
Environmental Professional Development Academy, Professional Development	Stormwater Utilities
Human Resources	Water (Drinking Water)
Information Technology (IT)	



Example: Executive Committee / Board of Directors Goals

- ✓ Reorganize Committee Structure & Develop a Committee Organization Chart (Now)
- ✓ Responsible for oversight and implementation of Strategic Plan (Annually)
- ✓ Promote diversity and inclusion
- ✓ Establish interim goal and vision (Annually)



SMART CRITERIA

Become more successful
by setting better goals



Specific



Measurable



Assignable



Relevant



Time-based

What is your entity's greatest need?





- Short Term

- Long Term



The AEA Strategic Plan

- Thoughts, comments, feedback
- Questions
- Thank you for your attention
- We look forward to your input and assistance

The AEA Strategic Planning Sub-Committee



Are you active in any other professional organizations and why?

