

A ROADMAP FOR THE FUTURE



LEADERSHIP

DIVERSITY

PRESS FREEDOM

OUR MISSION

The mission of the American Society of News Editors is to champion high journalism standards and First Amendment freedoms, and to provide journalism leaders with the tools and resources they need. We will accomplish this by:

- Providing essential tools, resources and connections for contemporary journalism leadership**
- Increasing the awareness, visibility and value of ASNE to our members and to society**
- Establishing partnerships, collaborations and strategic alliances to leverage our resources and advance our mission**
- Ensuring long-term financial viability of the organization**

OUR STRATEGY

Broaden our membership, tighten our focus

OUR PLAN OF ACTION

1. Reposition, rebrand

Reposition, rebrand and revitalize ASNE as an organization for NEWS LEADERS, beyond newspapers and their websites.

2. Grow membership

Change our bylaws to expand membership, then – at the appropriate time, following some of the profile-raising steps outlined below – mount the biggest membership drive in the organization's history.

3. Invest, harvest or divest

Conduct, immediately following the convention, a programmatic analysis of each of our programs to determine fit and relevance to the new, targeted mission. Invest, harvest or divest.

4. High-profile project

Launch a high-profile leadership-training project that both trumpets and demonstrates our new, tighter focus and new, broader membership base.

5. Raise the profile

Create an external-communications strategy aimed at dramatically raising the public profile of the organization, both inside and outside the industry.

6. Member engagement

Create a task force charged with building new and improved means of communicating with and engaging our members.

7. Regional focus

Create geographic regions and conferences to increase personal connections.

8. Be un-conventional

*Rethink the annual national convention.
Consider biennial cycle, meeting at
colleges, joint conventions with others.*

9. Spend money to raise money

Create a fund-raising development committee that would work with but not be part of the ASNE Foundation.

10. Consider moving HQ

Explore housing ASNE at a university, ideally somewhere where low-cost, high-talent graduate students can support paid staff.

11. Work with others

Create a task force to explore and achieve partnerships, alliances and possible mergers.

12. Dues do-over

Revisit member-dues changes made in 2009 and devise a new, tiered structure.

13. Consider the contest

Revise the annual writing contest so that it makes money instead of draining it.

14. Governance reform

Address organizational structure and governance with an eye to achieving both cost savings and efficiencies.

15. Live within our means

By September, present a three-year budget plan that progressively reduces ASNE's reliance on the foundation and includes contingency planning for potential reductions.

16. Track progress

By April 2012, issue a State of the Organization report that assesses progress on these recommendations.