

ACL's Strategy Articulation Map

Vision

ACL will be the authority for inter-institutional collaborations in higher education

Mission

ACL develops the professional community of those who lead collaborations to advance higher education

Values

- **Collaboration**
- **Community**
- **Leadership**
- **Creativity**
- **Responsiveness**

Goals

Expand our professional community

Build our members' capacity for collaborative work

Create a stronger voice for collaboration in higher education

Initiatives

- Consider partnerships with other Higher Ed member organizations
- Rethink ACL's sponsorship program
- Create proactive marketing plan

- Build community of support for new members
- Document and promote knowledge, experiences and success of members
- Improve digital access to ACL resources
- Include consortial staff and consortium members in online professional development
- Continue to invest in the ACL conference, institute and other programs of learning

- Document and repurpose evidence-based practices
- Explain, promote the value of ACL in other outlets
- Visible presence at other conferences

Metrics

- **# of ACL members**
- **% ACL membership retention**
- **% of ACL board members from partner organizations**

- **# of participants who participated in PD activities (year-end total)**
- **% satisfaction of ACL members**

- **# of ACL driven publications**
- **# of ACL based presentations at conferences**

Values

- **Collaboration:** We prioritize working together, learning from each other, and sharing the many benefits that collaboration can bring to organizations serving higher education.
- **Community:** We create an environment for reciprocal support among colleagues.
- **Leadership:** We provide expertise that leads to successful collaborations.
- **Creativity:** We advance innovative strategies and leverage resources for effective collaborations.
- **Responsiveness:** We tailor programs and services to meet member needs and address issues in higher education.