

| PERSPECTIVE 1: MEMBER SATISFACTION | | | | | | |
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| To achieve our vision, what key outcomes do we need to deliver for our membership? | | | | | | |
| Strategy Map | Key Actions | Portfolio Responsibility | Budget Allocation | KPIs | Targets | Timeframe |
| Member Satisfaction – Deliver high quality Fora, SIGs, networking and Professional Development Opportunities | 1.1 Strengthen our distinctive position in the Higher Education sector built on high quality Fora and SIGs | Relationship Management and Development | Nil | Member Fora Satisfaction Member SIG Satisfaction Member event satisfaction | For a and SIG Satisfaction 95% | Medium Term |
| | 1.2 Develop a networking strategy to deepen our involvement with the members | Relationship Management and Development | May need budget allocation | | Networking Event Satisfaction 85% | Short Term |
| | 1.3 Provide support and professional development programs to enable members to reach their potential | Professional Development | May need budget allocation | Member PD Satisfaction | PD Satisfaction 85% | Medium Term |
| | 1.4 Develop member profiles to better understand our membership | Membership and Mailing Lists | May need budget allocation | Member satisfaction via annual survey | Overall AAIR services Satisfaction 85% | Short Term |
| Innovation: Enhance and support engagement with the membership | | | | | | |
| Operational Excellence: Raise AAIR's profile as institutional research decision makers of the future | 1.5 Elevate our standing and reach by engaging with Government and sector representative groups | Executive Committee | Nil | Number of active sector relationships (i.e. DET ANUP, ACPET, COPHE etc.) | # of contacts with networks per year | Long Term |
| PERSPECTIVE 2: FINANCIAL | | | | | | |
| To achieve our vision, what financial objectives must we accomplish? | | | | | | |
| Strategy Map | Action | Portfolio Responsibility | Budget Allocation | KPIs | Targets | Timeframe |
| Member Satisfaction: Provide value-for-money services to members | 2.1 Develop a value proposition statement | Relationship Management and Development | Nil | # of Membership renewals | 2% increase per annum | Medium Term |
| | Innovation: Maintain and expand revenue opportunities to ensure the long term viability of AAIR | Sales, Marketing and Promotional Materials | Nil | % increase in Annual Total Revenue Revenue diversification (e.g. sponsorship, advertising etc.) | 5% increase per annum 2% increase Non-Fora revenue | Medium Term Long Term |
| Operational Excellence: Control costs and invest in targeted development | 2.3 Revise annual budgeting process and link to planning processes | Executive Committee | Nil | Operational Overhead ROI new projects | Operational costs as a % of revenue (TBA) % income new projects | Medium Long Term |
| PERSPECTIVE 3: INTERNAL PROCESSES | | | | | | |
| What are the internal processes we should focus on to deliver high quality member services? | | | | | | |
| Strategy Map | Action | Portfolio Responsibility | Budget Allocation | KPIs | Targets | Timeframe |
| Member Satisfaction: Develop a better understanding of membership needs to build stronger relationships | 3.1 Enhance our engagement with membership to better understand the requirements of individual members | Membership and Mailing Lists | Nil | Increase in membership Membership Retention Diversity of Membership | 1% increase per annum 80% retention rate # members under 30 % geographic diversity | Short Term Medium Term To be determined once data collection mechanism in place |
| | Innovation: Develop a proactive planning approach to delivery of services | 3.2 Deliver Forum, SIG and Networking events schedule 12 months in advance 3.3 Implement self-service membership renewal | Relationship Management and Development Publications, Communications and Social Media | Nil Budget allocation may be required | Increase in attendance Fora, SIGs and Networking events Completed membership renewal | 5% increase in For a SIG attendance # of online membership renewals per annum |
| Operational Excellence: Enhance services through better use of technology and social media | 3.4 Build a strong online presence (e.g. enable SIG LinkedIn groups, chat facilities, etc.) | Publications, Communications and Social Media | Social Media budget | Number of likes and shares, followers, mentions, blog subscribers Level of engagement measures | Need baseline data | Medium Term |
| | 3.5 Develop a Members only section of the website (e.g. Experts database include a FAQ resource) | Publications, Communications and Social Media | Budget allocation may be required | Number of Member Page visits and length of stay | # of Newsletter opens # of Bulletin opens # of unique page visits Average time on page (mins) | Short term Short Term |
| | 3.6 Implement a CRM system | Executive Officer and Executive Committee | Substantial investment required | CRM Software Evaluation (Short Term) | On time implementation of CRM within budget | Long Term |
| PERSPECTIVE 4: PEOPLE, LEARNING & GROWTH | | | | | | |
| How will we improve, skill and motivate our leadership team and committee | | | | | | |
| Strategy Map | Action | Portfolio Responsibility | Budget Allocation | KPIs | Targets | Timeframe |
| Member Satisfaction: Human Capital: Build our organisation's leadership skills and provide support to our volunteers | 4.1 Provide support and programs to grow our operational portfolio leadership skills base | Executive Committee | Training Budget | Number of Training Programs attended | 1 per calendar year | Medium Term |
| | 4.2 Develop fora/SIG support documentation (presenters/chais kit) | Professional Development | Nil | Number of new Fora/SIG presenters | 2 per calendar year | Short Term |
| Innovation: Information Capital: Strengthen our information systems competencies and capabilities | 4.3 Develop a Training Plan for Executive Officer | AAIR President | Training budget will be required | Number of IT training events per year | 1 per calendar year | Short Term |
| | 4.4 Develop inhouse social media training for portfolio leads | Publications, Communications and Social Media | Training budget may be required | % portfolio leads active on social media (at least one post per week) | 25% portfolio leads active | Medium Term |
| Organisational Capital: Enhance our operational portfolio capabilities | 4.5 Develop a Succession Plan | Strategic Planning | Nil | Development of Succession Plan | Acceptance of plan by Executive Committee | Medium Term |
| | 4.6 Review Contingency (Risk) Plan | Executive Committee & Strategic Planning | Nil | Review of Risk Strategies | Risk Report to AGM | Long Term |