

Summary of AAJA Strategic Issues and Goals December 31, 2003

Strategic Issue	Building AAJA's Leadership Capacity for Changing the Industry	Strengthening AAJA's Base for Promoting Change	Forging Connections with APA Communities	Building the Capacity For Financial Sustainability
Strategic Question	What role should AAJA play in changing the media and journalism industries toward representing the interests and views of Asian Pacific Americans and other minority communities?	How can AAJA strengthen its base in order to promote changes in journalism and the media industry?	How should AAJA work with the broader APA communities in order to bring about greater power and influence for Asian Pacific Americans?	What internal capacity will AAJA need to build the stronger financial sustainability needed to develop its leadership role?
Strategic Goal	AAJA will develop the leadership capacity at the Board, Staff, and Chapter levels to promote change within media and journalism.	AAJA will strengthen its relationships with its membership and APA journalists as a base for industry change.	AAJA will forge relationships and connections with the APA community to advance an agenda for industry change.	AAJA will develop the infrastructure and resources to maintain an innovative and diversified funding base.
Desired Outcomes	<ul style="list-style-type: none"> ▪ AAJA will develop and promote its perspective on industry issues, and its affect on the representation of APAs in journalism. ▪ AAJA will continue to promote fair and equal representation in the industry for Asian Pacific Americans and other minority communities. ▪ AAJA will take a leading role in promoting a true and accurate representation of the many dimensions of the APA community. 	<ul style="list-style-type: none"> ▪ AAJA will develop innovations in programming and services to meet the emerging needs of its base. ▪ AAJA will transform its membership into a more active, involved base. ▪ AAJA will develop a more defined and empowered chapter structure. ▪ AAJA will build stronger staffing and infrastructure to support its membership and work with APA journalists. 	<ul style="list-style-type: none"> ▪ AAJA will link issues within journalism and the media with other issues facing the APA community. ▪ AAJA will create on-going relationships with other APA organizations involved in fair representation and equal opportunity. ▪ AAJA will build connections through collaborations, training and capacity-building projects, and the sharing of expertise. 	<ul style="list-style-type: none"> ▪ AAJA will have sufficient support for expansion of programs and program staff. ▪ AAJA will maximize program fees-for-service and other self-generated funding through membership, fee-generating services, and programs. ▪ AAJA will develop stable income from membership, donations, events, and investment/endowment ▪ AAJA will develop a policy for the introduction of non-industry corporate support.

				<ul style="list-style-type: none"> ▪ AAJA will enhance its infrastructure for fund development and grant-writing.
Objectives				
	<ul style="list-style-type: none"> ◆ Promote AAJA’s leadership and vision on the change issues facing the industry. ◆ Create forums for proactive education and discussion on journalism and media issues. ◆ Transform AAJA website into a widely accessible site for engaging members and the general public on current issues. ◆ Re-energizing AAJA’s media watch work as a tool for galvanizing discussion on fair and accurate coverage nationally as well as locally. 	<ul style="list-style-type: none"> ◆ Strengthen program development for mid-career members and professionals. ◆ Strengthen chapter structure as a vehicle for industry change. ◆ Strengthen membership relations in order to transform the membership into an active base for AAJA’s work ◆ Increase and deepen connections to youth/students as potential journalists. 	<ul style="list-style-type: none"> ◆ Expand programs that build connections to APA community ◆ Strengthen internal AAJA structure to promote community/APA relations. ◆ Increase the involvement of other APA organizations as collaborators and partners on fair and accurate coverage and equal representation issues. ◆ Expand proactive outreach and networking to media as well as non-media related organizations in the APA community. 	<ul style="list-style-type: none"> ◆ Enhance AAJA’s infrastructure for fund development and grant-writing. ◆ Build the strength and capacity of the Board to achieve financial goals. ◆ Diversify funding base through long term resource development strategies