

American Classical League

Strategic Plan: July 2018 –
June 2021

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MISSION

The American Classical League celebrates, supports, and advances the teaching and learning of the Greek and Latin languages, literatures, and cultures, and their timeless relevance.

CORE VALUES

INSPIRATION

- We are passionate about Classics.
- We instill enthusiasm and a life-long appreciation of Classics in our students.
- We are committed to sharing our interests and expertise beyond our profession.

COMMUNITY

- We value the talent, expertise, and experiences of all.
- We foster intellectual and professional collaboration and camaraderie.
- We promote inspired learning and teaching through national, regional, and virtual ACL programs.

PROFESSIONALISM

- We treat each other with collegiality and respect.
- We operate ethically and with integrity.
- We value and support opportunities to enhance content knowledge, pedagogical reflection and growth, and professional development.

INCLUSION

- We welcome diverse ideas and perspectives and encourage broad participation in ACL-sponsored activities and endeavors.
- We embrace all people who have an interest in the ancient world from all levels of instruction, stages of life, and backgrounds.
- We believe the study of Classics should intentionally explore the diversity of Greek and Roman societies and include voices that historically have been excluded or under-represented.

RESPONSIVENESS

- We respond with thoughtful consideration to inquiries, requests, and concerns.
- We stay informed about issues and trends that affect the profession.
- We support and encourage new initiatives.

THREE-YEAR STRATEGIC VISION

The American Classical League is a well-supported, collaborative organization, and is the leading community, resource, and advocate at the forefront of Greek and Latin education at all levels.

STRATEGIC AREA: ENGAGEMENT (Membership, Member Services, ACL Affiliates)

Goal E.1. ACL has a strong and engaged membership base

E.1.1. ACL has expanded its membership

E.1.2. ACL has a new dues structure that is responsive to various constituencies

Goal E.2. ACL has expanded opportunities for engaging members in professional development

E.2.1. Pedagogical resources and instruction are widely available

E.2.2. ACL offers ongoing opportunities for mentoring

Goal E.3. Vibrant member services support broad engagement and networking by, with, and among members

E.3.1. ACL understands members' networking interests and offers ongoing opportunities

Goal E.4. There is consistency among all ACL affiliates regarding the relationship to the association and each other, embracing core values, and working together as a cohesive organization

E.4.1. ACL has streamlined guidelines for all affiliates

Goal E.5. ACL has mutually beneficial strategic partnerships with organizations for which its mission and core values resonate

E.5.1. ACL has a clear definition of what constitutes a successful, mutually beneficial partnership

E.5.2. ACL collaborates with other organizations and institutions to provide high-quality education, professional development and outreach

STRATEGIC AREA: IMPACT (Professional Resources, Professional Development, Institute, Placement)

Goal I.1. ACL offers ongoing, year-round professional development opportunities and resources

I.1.1. ACL offers relevant, meaningful professional development opportunities and resources that meet the needs and interest of the field

I. 1.2. ACL has data and research relevant to members and non-members

Goal I.2. ACL's placement services are an important resource in the Latin and Greek pedagogical communities and an asset to ACL

I.2.1. ACL has expanded placement services for both job-seekers and job-posters

Goal I.3. ACL Institute is a 'must-attend', cutting edge annual event for ACL members, exhibitors, and others

I.3.1. Institute attendance increases annually

I.3.2. Institute offers unique opportunities to enhance the attendee experience

STRATEGIC AREA: SUSTAINABILITY (Finance, Fundraising/Resource Generation, Operations, Infrastructure, Staffing/HR, Board Leadership, Governance)

Goal S.1. ACL has increased operating and infrastructure capacity to support a sophisticated membership organization

S.1.1. Staffing supports member services, fundraising, programming, and more

S.1.2. The annual budget supports the organizational infrastructure needs

Goal S.2. ACL has diverse volunteer leaders who are energetic, engaged, and lead with vision

S.2.1. Practices and processes support effective leadership and robust volunteerism in ACL and all its affiliates

S.2.2. ACL has processes in place and ongoing oversight that ensure effective governance practices

Goal S.3. ACL has diverse revenue streams and appropriate organizational fundraising capacity

S.3.1. ACL has defined and prioritized revenue streams

Goal S.4. ACL has a culture of philanthropy and is poised to increase its endowment

S.4.1. The Centennial Campaign serves to highlight the importance of fundraising on behalf of ACL

S.4.2. ACL has expanded fundraising activities

STRATEGIC AREA: VISIBILITY (Communication, Advocacy, Marketing, Collaboration)

Goal V.1. ACL has a unified brand that aligns with its mission and core values

V.1.1. ACL's brand is consistent across the organization and all affiliates

Goal V.2. ACL has cohesive, multi-faceted, effective, and efficient communication and outreach both internally and externally

V.2.1. There is a clear communication plan for increasing both internal and external reach

V.2.2. ACL has a strong media and social media presence

V.2.3. ACL has increased outreach and presence in a larger arena

Goal V.3. ACL advocates in alignment with its mission and core values (and nonprofit compliance)

V.3.1. ACL has clearly defined advocacy priorities

V.3.2. ACL has advocacy related tools to support its efforts