

American Evaluation Association, Independent Consulting Topical Interest Group

Strategic Plan, 2015-2017

Mission

The mission of the American Evaluation Association (AEA) Independent Consulting Topical Interest Group (IC TIG) is to provide targeted services to its diverse members in ways designed to help them plan for, create, grow, and increase the efficiency and effectiveness of their evaluation consulting businesses.

Vision

The American Evaluation Association Independent Consulting Topical Interest Group will be an active, supportive, professional community that shares, cooperates and learns from one another throughout the year.

Goal #1: Increase the IC-TIG's value to its members by providing targeted services by 2017.

Objectives

1.a. By October 2016 identify and evaluate current member benefits and develop recommendations for continuing or dropping services.
1.b. By October 2016 explore and develop recommendations for productive and sustainable mentoring or peer-to-peer services for members.
1.c. Between January 2016 and December 2017 identify and utilize data sources on an ongoing basis to help drive IC TIG decision making.

Goal #2: Provide effective ongoing communication with TIG members each year between 2015 and 2017.

Objectives

2.a. Maintain a robust, up-to-date AEA IC-TIG website designed to increase member engagement between 2015 and 2017.
2.b. Increase use of the IC TIG eGroup on the AEA website by 25% over 2015 usage by 2017.
2.c. Continue a quarterly IC TIG newsletter between 2015 and 2017.
2.d. Ensure members remain informed about current services and TIG benefits between 2015 and 2017.
2.e. Analyze best uses of social media to communicate with our members and others between 2015 and 2017.

Goal #3: Develop and provide relevant, accessible opportunities that enhance IC TIG members' business success.

Objectives

3.a. Expand educational opportunities to include more information about hard and soft business skills by 2017.
3.b. Offer multiple educational and information exchange platforms to current members throughout the year by 2017.
3.c. Develop and communicate general market relevant information ("business intelligence") to IC TIG members to help in their business development by 2017.
3.d. Educate and train TIG members in availability and use of a variety of business technology (by 2017).
3.e. Explore how the TIG can facilitate collaboration among members on business strategies and ventures by 2017.
3.f. Explore opportunities to obtain cost savings for IC TIG members.

Goal #4: Develop meaningful ways for the TIG to promote the value of small to medium size evaluation consultants and advocate on their behalf.

Objectives

4.a. Between 2015 and 2017 communicate with consumers of evaluation services about alternatives to contracting in addition to RFPs.
4.b. Expand information sharing between the IC-TIG and other TIGs to promote mutually beneficial business and evaluation practices between 2015 and 2017.
4.c. Develop and provide information to potential clients about what is involved in doing evaluations, evaluation costs, and alternative ways to fund evaluations between 2015 and 2017.
4.d. Repeat the deployment and analysis of the decennial Independent Consultant Topical Interest Group Survey ¹ by December 2016 and publish results.

Goal #5: Determine potential need for TIG funding beyond AEA subsidy for annual meeting.

Objective

5.a. Review current and future need for TIG funding above and beyond the current \$300 to \$600 AEA subsidy used for the annual TIG dinner.

Goal #6: Better promote IC TIG membership benefits among diverse and international AEA members.

Objectives

6.a. By March 2015 contact AEA and the International and Cross-cultural TIG and Multiethnic Issues in Evaluation for information about benefits they are providing to diverse and international members.
6.b. Determine current or new services that the IC TIG can provide to diverse and international AEA members.
6.c. As appropriate and needed, develop or revise marketing approaches and communications about AEA IC TIG benefits in relation to attracting diverse and international members.

¹ Jarosewich, V. et. al. (2006) New Directions for Evaluation