

# Alpha Iota Delta

## 2020 - 2022

### Goals

#### Membership

- Member Chapters
  - Enhance communication with Faculty Sponsors, Deans and Chapter Members
  - Assist Chapters in Induction Ceremonies and other activities
- Develop a marketing campaign to increase membership and association sustainability
  - Establish direct connections to doctoral programs
  - Establish recruitment strategies for professional organizations
- Create a new model for membership development
  - Implement the certification program for academicians and professionals based upon their continuing education and work experience
  - Implement technology-based promotional campaigns

#### Administration

- Strengthen the administrative operations of Alpha Iota Delta
  - Executive Director and Home Office
  - Establish international regions
- Continue development of web site
- Develop value for the members
  - Promote the **International Journal of Applied Decision Sciences (IJADS)**
  - Encourage increased Chapter activities
  - Continue the Chapter and Faculty Sponsor recognition program

#### Sustainability

- Create a fundraising campaign for the Fellows
- Solicit industry sponsors