

# **International Leadership Association (ILA) Public Leadership Member Interest Group (PL-MIG) Strategic Plan: January 2009**

## **Background**

The PL-MIG strives to support ILA vision, mission and goals of establishing a global network that promotes inclusion, intent, interconnectivity, international perspectives, and integrity. PL-MIG focus is to establish a sustainable communications infrastructure for member exchange of theory, academic research, and best public leadership practices. The intent is to strengthen ties and to establish an effective and ethical forum to increase the body of knowledge and practice in the field of global interdisciplinary public leadership.

## **Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis**

Strengths: Large population of public leaders from diverse organizations

Weakness: Very diverse population; Need to prioritize interests, member turnover

Opportunities: Create collaborative channels of communication; recognize excellence; large body of public leadership theory & practice for conference

Threats: Overlap/competing interests with other MIGs

## **Strategic Goals**

- + Increase membership and support to members by providing quality services and venues for knowledge building and collaboration such as ILA Webinars.
- + Recruit additional international and student membership and ensure all member interests are represented such as non profit groups.
- + Provide information about resources that are available to members and promote active support and participation with external organizations such as NASPA and Academy of Management.
- + Recruit, develop and promote innovative and effective conference sessions that promote engagement and support member needs and interests. This includes a peer vetting process that is open to MIG members.

## **Data Requirements**

Need updated ILA list serve capability to establish and maintain quarterly member interests and feedback. Increase membership knowledge of international public organizations by soliciting articles for newsletter.