

Association of Professional Futurists

Enabling the world to understand the future today

Strategic Plan 2011-2014

About the APF (who we are)

The Association of Professional Futurists is a community of professional futurists committed to leadership and excellence in the futures field. Our members provide unique perspectives to help people anticipate and influence the future.

We are a global community that aims to set the standard of excellence for professional futurists. Members include futurists from businesses, governments and non-profits, consulting futurists, educators, and students in futures studies. We meet regularly, host active electronic discussions among practitioners, provide professional development programs, and offer a rich body of ideas and information on the future for the public.

APF Vision (our future)

By 2020, the APF will be the leading global organization of professional futurists.

APF Mission (how we achieve our future today)

The mission of the APF is to:

- lead discussion internationally about professional futures practice,
- encourage the use of futures and foresight in strategic decision making, and
- offer services, resources and training for foresight professionals to advance their skills and knowledge.

Goals (what we want to achieve by 2014)

- 1 Effective governance and infrastructure that ensures the APF can provide services for its members and its stakeholders in a timely and relevant manner.
- 2 Strong partnerships and public presence that allow the AFP take a leadership role in the global futures and foresight conversation.
- 3 A vibrant community for members that ensures members can practise at a high professional level and be recognised leaders in futures and foresight work.

Actions (where we will focus our energy for 2011-2014)

Goal 1: Effective Governance and Infrastructure

Action	What will happen?	By When?	Who?
1.1 Website development/content team established for APF website, including public resources, and administrative infrastructure (membership and accounting first).	1.1.1 APF website live	End April 2011	Web Team
	1.1.2 Membership and accounting systems are operational	End May 2011	Web Team
	1.1.3 Site content finalised and updated regularly	By end 2011	Web Team
1.2 Board to review bylaws to ensure continuing relevance/ applicability.	1.2.1 Bylaws are reviewed and published on the website	By end June 2011	Board
1.3 Role statements for board and non-board positions to be developed, including management of volunteers.	1.3.1 Role statements are published	By end August 2011	Board
1.4 Online meeting and communication platform agreed and implemented by Board.	1.4.1 Communication platform is in place	By end May 2011	Board

Goal 2: Strong partnerships and public presence

Action	What will happen?	By When?	Who?
2.1 Board to develop a partnerships policy and outreach map.	2.1.1 Policy and map is operational	By end 2011	Board
2.2 Develop white paper that defines state of futures/ foresight work in organisations, to provide a resource of practitioners and clients.	2.2.1 Small team established to oversee writing of paper	By end May 2012	Writing team to be formed by Board.
	2.2.2 Paper finalised in first half of 2012	By end June 2012	Writing team
2.3 Establish steering group for APF public event (eg conference), with representatives from Europe, the Americas and Australasia, to develop draft strategy/business plan for Board consideration.	2.3.1 Steering Group established	By end May 2011	Board to appoint Steering Group
	2.3.2 Business plan approved	By end October 2011	Board
	2.3.3 First event to be held in last quarter 2012 and bi-annually from then on	By December 2012	Steering Group

Action	What will happen?	By When?	Who?
2.4 Define APF's relationship and support of the educational community and institutions.	2.4.1 Board to consider relationships in collaboration with education community	By end 2011	Board to appoint education team
	2.4.2 Relationship clarified and documented	By end 2012	Education team
2.5 Online strategy to be developed for the APF, incorporating website, social media and virtual worlds, and online resources, with a focus on community building and outreach.	2.5.1 Strategy is approved by Board	end 2011	Online strategy group - CFW, GY, MC - anyone else?
2.6 Establish small teams of wizards to manage each online/outreach area: eg social media, website, virtual worlds.	Teams established	End 2011	Board
	Implementation	2012-2014	Online teams

Goals 3: A vibrant community for members

Action	What will happen?	By When?	Who?
3.1 Professional development team to develop PD policy, including support/resources/insurance required.	3.1.1 Professional development team established	By end May 2011	Board
	3.1.2 Policy endorsed by Board	By end July 2011	PD group
3.2 PD team to set/manage schedule of PD programs/ webinars/Gatherings for 2011/2012.	3.1.3 PD schedule in place for rest of 2011/first half 2012		PD Group
3.3 Membership strategy is developed including membership upgrade and evaluation process, membership retention and global membership development.	3.2.1 Membership group established.	By end May 2011	Board
	3.2.2 Strategy endorsed by Board	By end 2011	Board
	3.2.3 Implementation	2012 onwards	Board
3.4 Regular member feedback surveys to be scheduled and implemented.	First membership survey developed and at least annual administration	First survey by end December 2011	Board
3.5 Develop suite of shared resources which support the practice and the development of high quality professional futures work.	3.4.1 Board has appointed a coordinator to manage development of resource base	By end May 2011	Board to appoint Coordinator
	3.4.2 Resources are scoped in collaboration with membership and then progressively developed	Scoping by end 2011 First version complete by end June 2012	Coordinator and membership