

AAIDD Strategic Plan (Approved 7/20/2021)

Mission Statement

AAIDD promotes progressive policies, sound research, effective practices, and universal human rights for people with intellectual and developmental disabilities.

AAIDD's Principles

AAIDD's principles (or core values) that guide the achievement of its goals relative to its mission are to:

- Cultivate and provide leadership in the field of intellectual and developmental disabilities that encompasses a diversity of disciplines, cultures, and perspectives.
- Enhance the skills, knowledge, recognition, and conditions of people currently working in the field and encourage promising students to pursue careers in the field of intellectual and developmental disabilities.
- Advance basic and applied research to promote optimal outcomes for people with intellectual and developmental disabilities.
- Advance the assurance of all human rights of people with intellectual and developmental disabilities, including equality, individual dignity, choice, and respect.
- Foster equity and inclusion, respect for diversity, and promote justice for people that live with intersectional identities, including intellectual and developmental disabilities.
- Promote genuine accommodations to expand participation in all aspects of fully integrated community settings for people with intellectual and developmental disabilities, opportunities for choice and self-determination, and access to quality health, education, vocational, and other supports.
- Influence positive attitudes and public awareness of the contributions of people with intellectual and developmental disabilities.
- Establish partnerships and strategic alliances with organizations that share our values and goals.

AAIDD's Goals

AAIDD's goals are to:

1. Enhance the capacity of professionals who work with individuals with intellectual and developmental disabilities.
2. Promote the development of a society that fully includes individuals with intellectual and developmental disabilities.
3. Enhance the effective integration of research, practice, and policy.
4. Sustain an effective, responsive, and responsibly-governed organization.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Highly regarded source of research, policy, and practice information and expertise in national and international arenas. • Strong interdisciplinary focus. • Members contribute cutting edge content and expertise. • Robust product marketing and delivery resources that include social media. • Thoughtful and proactive approach to membership structure and membership stability. • High-quality products valued by the field of IDD. • Financially stable and responsible. • Organization is adaptable, nimble, and able to pivot quickly. • Demonstrated success in online education. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Revenues and markets penetrated are under-diversified. • Membership doesn't reflect the diversity of the US population. • The Association struggles to achieve the right balance of research, practice, and policy in the Association's activities.
<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Economic and political instability has reduced expenditures on membership, publications, products, conferences, and trainings. • Journal publication is an increasingly competitive market. • COVID and other national crises (climate, public health, etc.) threatens revenue generation, business model, and networking value to members • Competing products, publications, and tools in the market. • Market demands are rapidly evolving; customers have increasingly shorter attention spans. • 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Increase visibility (including electronic visibility) in response to COVID and other national crises (climate, public health, etc.) • Professional development is a area of interest. • Collaborations may be used to drive increases in visibility, membership numbers, and revenue from products, services, and training. • Development of additional, revenue-generating, strategic, and responsive products and activities that reflect the strengths of the Association. • Build upon recent membership gains of early and mid-career professionals. • Potential membership growth in the areas of non-research professionals, especially practitioners. • Promote community engaged and inclusive research efforts that facilitates knowledge translation. • Respond to decrease reliance on congregate service settings • Leverage member expertise to increase knowledge in the field regarding Intersectionality

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Major Priorities and Key Strategies for 2021-2022

1. Advance progressive policies, sound research, and effective practices that result in social justice and universal human rights with and through collaborations with other organizations.
 - a. Engage in strategic alliances with other organizations to influence policy, promote public awareness, shape public attitudes, and expand the participation and access of people with intellectual disability in all aspects of life.
 - b. Increase awareness among policy makers and the general public on issues and policies that are important to people with developmental and intellectual disabilities and their families and within the context of their various intersectional identities, COVID, and other national crises.
 - c. Provide information and expertise on intellectual and developmental disabilities to jurists and others in the criminal justice system.
 - d. Generate review, revise, and disseminate essential position statements.
 - e. Lead efforts to expand and improve research, policy, and practice to improve the quality of life of people with intellectual and developmental disabilities.
2. Disseminate information on progressive policies, sound research, effective practices, and universal human rights.
 - a. Advance the field of intellectual and developmental disabilities and promote AAIDD's core values by publishing cutting-edge journals, books, webinars, and other products.
 - b. Increase access of providers, policy makers, and others—nationally and internationally—to evidence-based information and resources that promote effective practices.
3. Develop and support a diverse membership.
 - a. Engage students and early career professionals in the Association's activities.
 - b. Provide educational opportunities that support members' professional development.
 - c. Engage Fellows and other members in leadership activities.
 - d. Provide and promote leadership opportunities within the Association.
 - e. Engage and increase members from diverse communities.
 - f. Create a respectful, welcoming, and inclusive professional home for members.
4. Maintain the organization's robust operations.
 - a. Develop and utilize effective communication, dissemination, and marketing strategies and platforms, including electronic platforms, for Association activities.
 - b. Provide and effectively communicate a highly-valued package of member benefits.
 - c. Ensure appropriate resources to achieve organizational goals.
 - d. Review and improve organizational structures to support the Association's membership and mission.
 - e. Develop and implement processes to support active communities within the Association that engage members in the goals of AAIDD.

Diversity

AAIDD is committed to fostering diversity among its leaders and members. The AAIDD Board of Directors greatly values diverse perspectives and experiences. Examples of diversity include, but are not limited to, disability, race, ethnicity, sexual orientation, gender, age, religion, geographical location, social or economic disadvantage, or other attributes/characteristics that may contribute to diverse perspectives.