

APPE Strategic Plan

Adopted December 1, 2022



For the ethically curious



Introduction

Dear Stakeholders,

Over the past year, APPE has completed a strategic planning process that began with feedback directly from you—our members, conference attendees, presenters, donors, and more. Thank you! We are grateful for the time you took to provide comments, questions, and guidance. The process continued with expert guidance and the focused engagement of the APPE Executive Director and APPE board members during the last two board meetings.

As a result of these insights and reflections on our first 30 years, we are excited to announce a vision statement and implementation plan based on four focus areas that are central to our work. In this document, you'll find that APPE remains committed to our core mission to improve ethical conduct in our communities and workplaces, support and develop the next generation of ethics faculty and professionals, and advance public dialogue in ethics and values.

For our long-time friends and members, we hope that you see your contributions reflected in the plan and that you are excited and energized for the future of APPE. For those new to APPE, we hope you find an organization that is a place for people like you—people who aren't just ethically curious, but committed to a better, more just world.

Thanks again for helping to guide our next 30 years and beyond. We'll continue to check in with you along the way to see how we're making progress.

Sincerely,

Lisa M Lee
APPE Board Chair

Kristen Fuhs Wells
APPE Executive Director

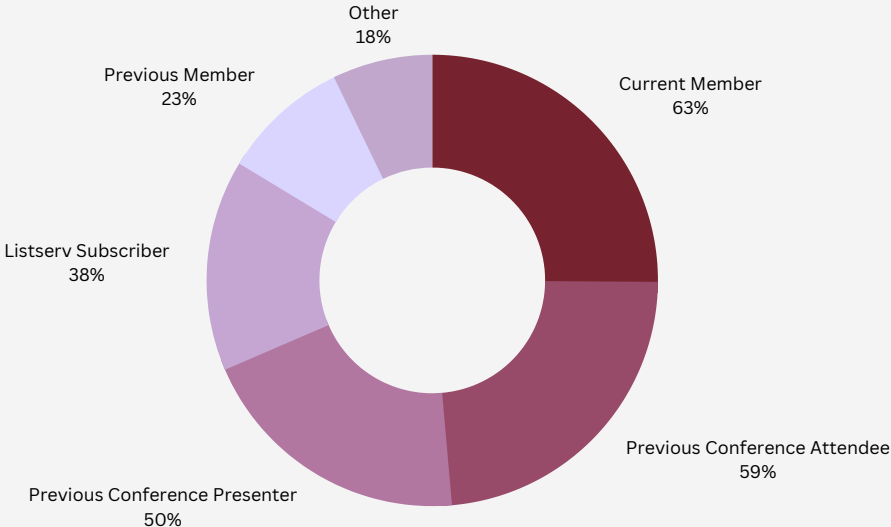
2022 Survey Highlights

Conducted March 1 to March 15, 2022
127 respondents

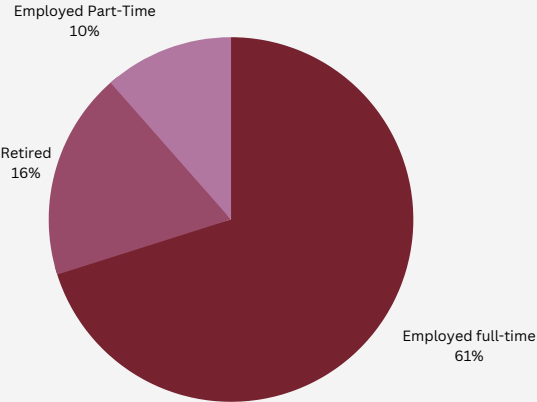
Survey Profile

88% of respondents call the United States home

Respondents were involved:

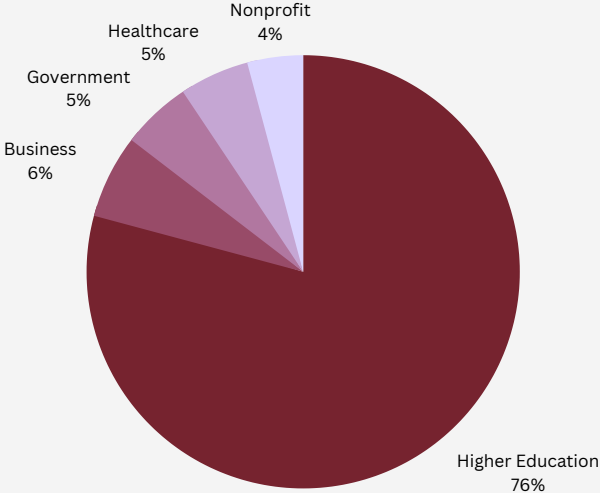


Respondents were employed:



More than 80% have a PhD, JD, or similar degree

Respondents work in:



2022 Survey Highlights

As a result of engaging with APPE, survey respondents said they:

Believe they are more knowledgeable about their field of study

Feel more connected to the field of ethics, generally

Read something they wouldn't normally read

Believe they are helping to nurture the next generation of ethical leaders

Believe they are more knowledgeable about other fields of study

How well do we deliver on our mission? On a scale of 1 to 10, 65% responded **8 or higher**

Mission Statement:

The Association for Practical and Professional Ethics (APPE) is an interdisciplinary, international organization dedicated to advancing scholarship, education, and practice in practical and professional ethics.

APPE works to improve ethical conduct in our communities and workplaces, support and develop the next generation of ethics faculty and professionals, and advance public dialogue in ethics and values.

Vision Statement:

Inspiring ethical practice in communities and workplaces.

Tagline:

For the ethically curious.

Focus Areas & Impact Statements

APPE has identified four primary focus areas to help the organization broaden and deepen its work in the coming years. The impact we hope to have within each focus area is listed below.

APPE IEB®

The APPE Intercollegiate Ethics Bowl® equips emerging leaders with valuable tools and experience to analyze, understand, and respond to today's (and tomorrow's) most pressing ethical issues.

Annual Conference

The APPE International Conference convenes educators, students, professionals, and practitioners annually to advance scholarship and provide high-quality ethics education and professional development, and stimulate thinking and progress on current topics in the field of practical and professional ethics.

Membership

APPE provides our members with opportunities to benefit from transdisciplinary ethical thinking that help them stay ethically curious, learn new skills, understand other perspectives, nurture the next generation of ethical leaders, and advance public discourse on various ethical issues.

Programming

APPE provides programming opportunities for continued engagement to help its members and the broader community understand other perspectives, advance public discourse on various ethical issues, and stay ethically curious.

Strategic Intentions

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From these focus areas we developed aspirational strategic intentions that will help guide our day-to-day operations and long-term decision making. Under each of these intentions we have identified a few tactics that will help us be successful. The list on the following pages is representative of our work, but not exhaustive. We hope it gives you a peek into what's in store over the next few years, but still leaves room for a few surprises!

APPE's strategic intentions for the APPE IEB®:

There is diversity among the teams that participate—geography, type of institution, etc. It is a consistent, equitable, and professional experience for everyone involved at the regional and national levels. APPE is a top source for information about the various ethics bowls and works collaboratively with other groups to promote the Ethics Bowl experience across the lifespan. APPE leverages IEB® content and makes materials a resource for higher ed and beyond. APPE leadership is involved in IEB® at a high level and IEB® leadership is involved in APPE at a high level.

Tactics include:

- Hire a part-time outreach coordinator to grow the number of teams from minority-serving institutions.
- Produce high-quality videos and materials to recruit new teams.
- Provide opportunities for Ethics Bowl materials to be used across the curriculum.
- Ensure APPE Board Members serve as judges and moderators at regional and national competitions.
- Create a quarterly alumni newsletter that distributes information about judging, coaching, mentoring, and other benefits and opportunities for APPE IEB® alum.



Strategic Intentions

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APPE's strategic intentions for the Annual Conference:

Our conference is sought after and in high-demand. We attract a diverse group of ethically curious participants. We are using best practice conference experiences, tools, and engagement strategies and we innovate on our approach. We offer a proven hybrid model that includes in-person and virtual components. Clear revenue streams are known and metrics are informing our conference planning (e.g., targeted number of participants). We have partners locally who are incentivized and help design, market, and run the conference.

Tactics include:

- Present unique experiences at the conference tied to the location that can only be offered at that place and time.
- Create a conference theme. Attract an engaging and thought-provoking keynote speaker on the theme. Encourage applicants to submit proposals on the same theme.
- Present an array of diverse and inclusive topics, offer different presentation styles, and provide opportunities for professional networking.
- Create a format to allow for late-breaking proposal ideas, especially those tied to both national and local current events.
- Assist first-time presenters by offering tips, toolkits, what-to-expect guides.
- Create a Local Organizing Committee as a sub-committee of the Conference Committee to help reach out to potential presenters and sponsors.



Strategic Intentions

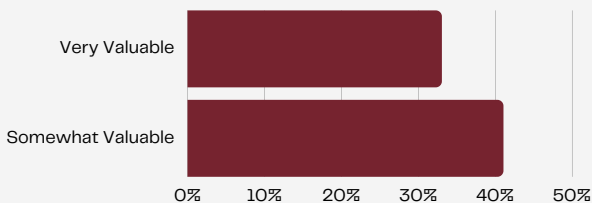
APPE's strategic intentions for our Membership:

We have and are growing a diverse membership across all categories. We have virtual opportunities to reach and recruit global members. Committed members engage the organization over substantial periods of time and include people who are most active in our various communities (APPE IEB®, APPE RISEsm, etc.). Our member numbers sustainably support the organization. Data collection helps us understand our members and their needs, as well as membership development goals.

Tactics include:

- Distribute an annual survey to members.
- Connect members of the Membership Committee with non-members and first-time attendees at the annual conference.
- Choose global focus areas to recruit members in clusters and provide virtual (and perhaps in person) networking and professional development opportunities.
- Reach out to lapsed members for regular conversations.
- Rename Special Interest Sections to “Affinity Groups” and reinvigorate the messaging and programming associated with belonging to them. Encourage members to choose to belong to at least one, but no more than two groups.

How valuable would you find a full, annual downloadable member directory?



77% rated members' access to community of like-minded and similarly-concerned scholars and practitioners as “very valuable”

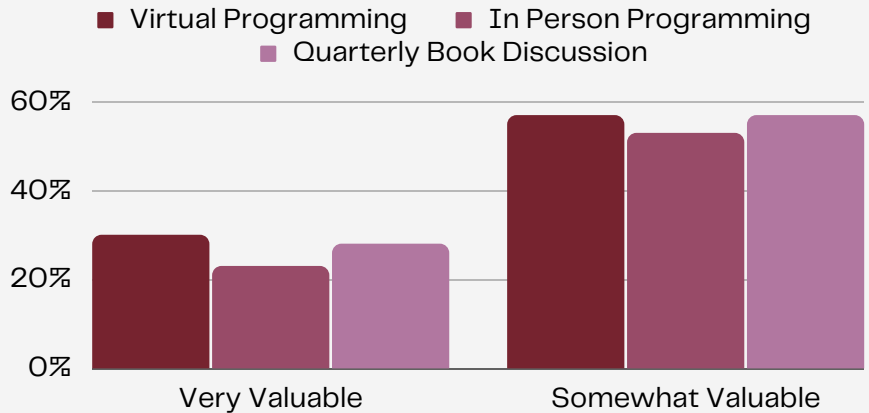


Strategic Intentions

APPE's strategic intentions for (non-conference) Programming:

We have established programming specific to public interest and public engagement that is appealing to members and non-members. We have a nimble process to deal with unexpected social/political/local events and pull together programming to address those issues as an APPE concern. We have piloted or have clarity about our approaches for a Corporate Ethics Bowl, speakers bureau, and mentorship program. Our role as a resource for corporate partners is being assessed.

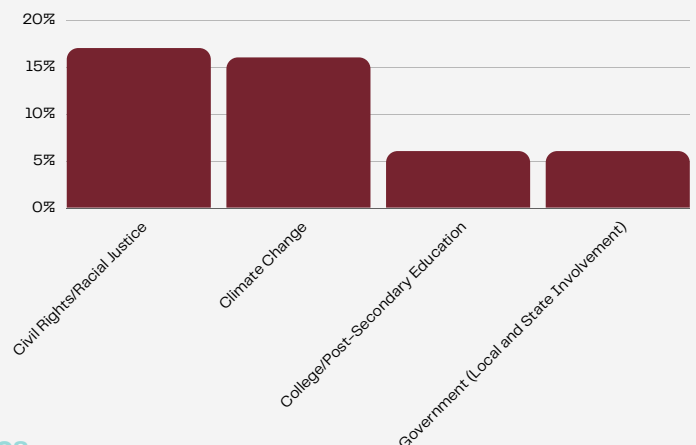
How valuable would you find ...



Tactics include:

- Launch non-conference programming in summer 2023 and present quarterly programs (skipping the 1st quarter due to the conference) annually. Engage Affinity Group leadership to identify topics and speakers, and host follow-up conversations from the annual conference.
- Create a book club and gather at least twice per year virtually to discuss a popular book with an ethics lens.

Select up to three issues you believe that APPE and the ethics community should engage over the next five years:

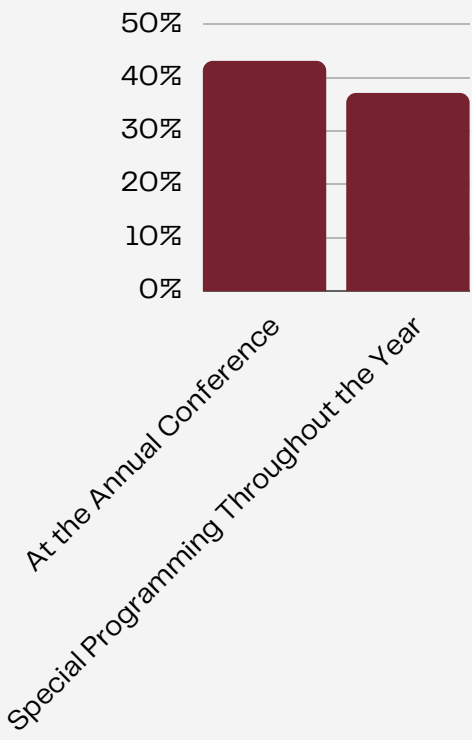


Strategic Intentions

Tactics include (continued):

- Partner with institutions to hold in-person events for APPE members, and/or that position APPE members as experts, speakers, etc.
- Host an annual Corporate Ethics Bowl event at the annual conference and create materials and templates for other corporations and regional sites to use.
- Research and pilot a speakers bureau list available exclusively to APPE members.
- Pilot a mentorship program through APPE RISEsm and if successful, extend it to the larger membership base.
- Engage corporations in conversations about how APPE could serve as a resource.

How would you like to see APPE address these issues?



About APPE

Established in 1991, the Association for Practical and Professional Ethics (APPE) is a non-profit 501(c)(3) membership organization dedicated to advancing scholarship, education, and practice in practical and professional ethics.

APPE Signature Programs

APPE Intercollegiate Ethics Bowl (IEB)[®]:

The APPE IEB[®] is a unique, collaborative experience for undergraduate students that provides valuable educational experience in practical and professional ethics. Teams spend hours analyzing and preparing for regional and national competitions to see who has thought most deeply and presented their arguments most clearly on cases based on today's most pressing issues. Students develop an ethical understanding of complex, ambiguous, and difficult to resolve issues, as well as key virtues associated with democratic deliberation.

APPE Research Integrity Scholars and Educators (RISEsm) Consortium:

Created from a long-standing special interest section of APPE members, APPE RISEsm promotes education and research on research ethics, research integrity, and the responsible conduct of research. In support of this mission, the APPE RISEsm Consortium serves as a forum for academics, practitioners, and other stakeholders to share experience, expertise, and scholarship. The Consortium collaborates with external partners on matters pertaining to research ethics pedagogy, research, and policy.

Ethics Center Directors Consortium:

The directors of ethics centers and institutions regularly meet and connect virtually and in-person, including at an in-person pre-conference summit at APPE's annual conference to discuss a variety of topics related to their work using roundtables, guest speakers, and other resources.

Contact

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