

Arab-US Association for Communication Educators
Bylaws, Mission, Goals and Strategic Plan
Revised and Approved, 2006

Mission

The Arab – U.S. Association for Communicators (hereafter referred to as AUSACE or the Association) is an international, non-governmental, professional, voluntary, non-profit and non-political organization, respectful of international law in conjunction with national law and sovereignties of the countries of its members. The Association seeks to be the leading organization to encourage, promote and provide opportunities for the creation, exchange and dissemination of research and scholarly information about all communication professions in the Middle East, and to work to improve academic and professional education for journalism and mass communication on the national, regional and international levels.

Goal 1: Encourage, promote and provide opportunities for the creation, exchange and dissemination of research and scholarly information.

Objective 1.1: Provide forums for the presentation of research and scholarly information about journalism and mass communication.

Strategy 1.1.1: Sponsor, in conjunction with university and/or academic or professional associations, an annual conference at which research, scholarship and professional perspectives on journalism/mass communication issues can be presented and discussed.

Strategy 1.1.2: Sponsor, through the universities or organizations of its members, lectures, panel discussions or speakers on journalism/mass communication issues in the Middle East such as, but not limited to, the role of media in supporting democratic transitions, media freedom and journalism/mass communication ethics.

Objective 2.1: Publish scholarly and professional research.

Strategy 2.1.1: Publish a refereed journal, *Journal of Middle East Media*, to include articles in both Arabic and English on journalism/mass communication topics and issues.

Strategy 2.1.2: Publish and/or promote scholarly and professional research on the AUSACE website and through the Association's social media.

Goal 2: Work to improve academic and professional education for journalism and mass communication.

Objective 2.1: Sponsor programs on topics such as curriculum development, innovative teaching practices and program assessment/accreditation.

Strategy 2.1.1: Schedule panel discussions and workshops during, before and/or after AUSACE annual conferences.

Strategy 2.1.2: Solicit scholarly research on pedagogy and/or curriculum development for publication in *Journal of Middle East Media*.

Strategy 2.1.3: Publish and/or promote scholarly research on pedagogy and/or curriculum development in AUSACE social media.

Objective 2.2: Sponsor training in best practices for professional journalists and mass communications practitioners.

Strategy 2.2.1: Schedule panel discussions and workshops during, before and/or after AUSACE annual conferences.

Strategy 2.2.2: Solicit leading-edge professional journalists and mass communications practitioners to write on best practices, issues facing professional practitioners and case studies in journalism or another area of mass communications, for publication in *Journal of Middle East Media*.

Strategy 2.2.3: Publish and/or promote articles written by professional practitioners in AUSACE social media.

Goal 3: **Establish an infrastructure and headquarters base of operations for AUSACE to enable it to effectively manage its activities and finances and to effectively seek and manage external funding and grants to supplement its member-generated revenue.**

Objective 3.1: Select a Middle East university to provide a headquarters for AUSACE.

Strategy 3.1.1: Solicit proposals from interested universities.

Strategy 3.1.2: Select a university as AUSACE headquarters.

Strategy 3.1.3: Develop and implement a timetable for establishment of AUSACE headquarters.

Objective 3.2: Determine a structure of fees (annual dues, annual conference registration fees, subscription fees for *Journal of Middle East Media*) that is sufficient to fund basic AUSACE operations, programs, activities and publications.

Strategy 3.2.1: Engage the Social Media Committee in development of a funding plan for *Journal of Middle East Media*.

Strategy 3.2.2: Engage the AUSACE Board of Directors and the Strategic Planning Committee in development of a financial plan to support AUSACE activities other than the *Journal*.