

Society of American Business Editors and Writers

STRATEGIC PLAN IMPLEMENTATION GRID

Approved by Board of Governors and endorsed by membership in May 2007

Executive Summary

This document is the result of the SABEW Board of Governors' recent work to create a five-year strategic plan.

The plan includes a mission statement, a vision statement, core values and a step-by-step grid for implementing the plan.

We are circulating this plan and publishing it on the SABEW web site to solicit feedback from members. The plan will be presented at the SABEW annual conference in Anaheim.

Mission Statement

“To define and inspire excellence in business journalism.”

Proposed vision statement

“The Society of Business Editors and Writers believes in the highest **ethical** standards for our profession, fostering outstanding journalism that **challenges** the powerful and serves the **public interest**. To achieve this, we harness technology and expertise to provide quality services designed to equip the business journalism community to embrace **change**.”

Core Values

- Career development
- Service and accountability
- Embrace change
- Public service
- High ethical standards

Organizational Themes

Key components of our vision for 2012

- Be high profile and cutting edge
- Increase our membership, embrace all media/technology
- Increase our revenues
- Provide state-of-the art education
- Provide expanded services to our members