

## Chapter Leaders Orientation: Developing Management Skills

### STRATEGIC PLANNING – Brief Bibliography

#### American Society of Association Executives – Publications Related to Strategic Planning

##### **Mapping the Future of Your Association**

by Karl Albrecht, Ph.D.

**Member Price:**\$95.00

**Nonmember Price:**\$125.00

**Availability:** In Stock

##### Description

This report, identified by our most recent environmental scan, contains the latest trends impacting the association community along with potential impacts and possible responses for your organization. Working in partnership with Dr. Karl Albrecht, prolific author, futurist, speaker and management consultant, this strategic tool summarizes the super-trends in a printed report and an accompanying CD-ROM contains additional environmental scan resources and interactive planning tools for associations to build upon and customize. (2006, 80 pages and CD-ROM)

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##### **Strategic Planning for Association Executives**

by Gerald L. Gordon

**Member Price:**\$37.95

**Nonmember Price:**\$47.50

**Availability:** In Stock

##### Description

How can you get there if you don't know where you're going? Take control of your association's future and avoid unidentifiable problems through successful strategic planning. This ASAE handbook, geared specifically to associations, outlines the strategic planning process for chief staff executives and volunteers who wish to anticipate and shape the future of their organizations. It also offers numerous examples from associations of successful strategic planning. The author draws from lessons in private sector planning, introducing practical applications and how-to advice, while emphasizing the importance of reasonable expectations throughout the strategic planning process. The final chapter offers a step-by-step strategic planning guide and positive examples of written plans from a number of associations. (1997, 186 pages, softcover)

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## **Principles of Association Management, 4th ed**

by Henry L. Ernstthal, CAE

**Member Price:**\$44.95

**Nonmember Price:**\$56.95

**Availability:** In Stock

### Description

This easy-to-read and understand presentation of the art and science of managing an association has been updated throughout and includes a new chapter on "Trends Forecasting." Ernstthal shares his 25+ years as an association executive, giving you a comprehensive insider's look at virtually every aspect of association management, including: the unique nature of associations; governance structures; volunteer management; finance; marketing; membership; publishing; education and meetings; standards; research; government relations; foundations; **strategic planning**; and the association of the future.

Ideal for the first-time executive or those new to the field of association management. Experienced executives will learn more about unfamiliar areas. All readers will gain fresh ideas for the future.

(2001, 131 pages, softcover, ISBN 0-88034-175-0)

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## **Strategic Planning for Multitype Library Cooperatives: A Planning Process**

*ASCLA Changing Horizons Series #2.* Nancy Bolt and Sandra Stephan. ALA-ASCLA. 1998. 0-8389-7926-2.

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## **Strategic Planning for Public and Nonprofit Organizations, Rev. Ed.**

John M. Bryson. Jossey-Bass Publishers. 1995

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## **Strategic Planning: A How-To-Do-It Manual for Libraries**

M.E.L. Jacobs. Neal-Schuman Publishers. 1990