



## 2015-2020 MACUHO STRATEGIC PLAN SUMMARY

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### Overview

In October 2015 MACUHO approved a [strategic plan](#) for the association for 2015-2020. This plan identified four critical issues (finances, networking, outreach, research) and 91 related objectives the association hoped to achieve during the five-year period. Each objective was assigned to a position or group on the executive board and/or leadership council. Roughly 38% of those objectives were accomplished and another 18% are in progress. Accomplished objectives have been identified below and the document concludes with considerations for the 2020-2025 Strategic Plan.

### Accomplishments

#### Critical Issue 1: Finances

- Information about MACUHO finances is posted on the association website in a timely manner. (Obj 1.1.1)
- MACUHO engaged in regular dialog with other North American regions about many topics, including finances and the affiliation agreement with ACUHO-I. (Obj 1.2.2.4)

#### Critical Issue 2: Networking

- Multiple articles have been published on the topics of gender issues, gender-based violence, and on LGBTQIA students and staff. (Obj 2.1.1.1 & 2.1.2.1)
- MACUHO created and hosted the Social Justice Symposium annually from 2018-2020. (Obj 2.1.3.1)
- Engagement Coordinator positions were created to better meet the needs of graduate students, entry-level, mid-level, and senior-level staff. (Obj 2.2.1.1)
- A VIPS Facebook account was created so that past, current, and future VIPs can effectively communicate. (Obj 2.2.1.4)
- Assessed and refined the Corporate Partner program to better meet the needs of the association and vendors. (Obj 2.2.3.1, 2, 3, 5, 7)

#### Critical Issue 3: Outreach

- Created a listserv serving members interested and/or working with facilities, assignments, and business operations. (Obj. 3.2.1.1, 2)
- Created webinar series featuring Annual Conference Top 10 Program recipients. (Obj 3.2.2.1)

- Publicized initiatives and events on social media and the MACUHO Magazine. (Obj 3.2.3.1)
- Utilized various on-line methods for presenter feedback/evaluation forms. (Obj 3.2.4.2)
- Increased the number of VIPS at Annual Conference to 18 and created a database to track all VIPS members. (Obj 3.3.1.1, 2)

#### Critical Issue 4: Research

- Benchmarked price points (annual conference costs, exhibitor costs, speaker fees) with other regional associations. (Obj 4.1.3.1)
- Implemented a Financial Advisory Board, complete with manual, to help ensure that MACUHO is guided by sound financial decisions to ensure the long-term financial health of the association. (Obj 4.2.1.1, 2, 4)
- Expanded the ways that people learn about hosting drive-in events. (Obj 4.2.2.2)
- The Program, Housing & Facilities Operations, and the Diversity Committees partnered to provide opportunities for sessions on housing operations topics of interest that fit the following categories or other “hot” topics: gender-inclusive housing/LGBTQ community, Disability access, Emotional support animals, fair housing act. (Obj 4.2.4.1)
- Conducted a task force to assess involvement and motivation for senior-level housing officers in MACUHO and other professional associations. (Obj 4.3.1.1, 2, 3, 4)
- Assessed costs and readership of MACUHO Magazine and revised schedule of release. (Obj 4.3.2.1, 7)
- Created a guide to help new and current members to navigate engagement and leadership opportunities in MACUHO. (Obj 4.3.3.2)
- Conducted targeted outreach to graduate students within the region to publicize MACUHO involvement opportunities. (Obj 4.3.4.1)

#### **Future Considerations for Topics in the Next Strategic Plan**

As MACUHO designs the 2020-2025 Strategic Plan, below is a list of topic areas for the Executive Board and Leadership Council to consider focusing on:

- Equity and Inclusion - advocating for social change for marginalized populations or when injustices occur; affirm ourselves as an anti-racist organization and creating opportunities to assist in dismantling white privilege
- Housing and Facilities Operations - Housing and Facilities Operations staff make up a significant portion of our membership but offerings to this population are lacking

- Technology - making decisions about where to store and share documents and information; maintaining a website that is more easily navigated; maintaining a social media presence; sharing information out on multiple platforms
- Finances - development of a clear financial plan that meets needs of association and its members; higher standard of financial accountability; clear sponsorship and partner opportunities for vendors to increase engagement with members
- Community - creating an association where members invest in their professional development, MACUHO, and the future of the profession; fostering engagement with others