

REGION IV STRATEGIC PLAN

2019-2021

LEADERSHIP TEAM

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Summary

The following strategic plan outlines the mission, vision and goals of the 2019 Regional Leadership team for the 2019-2021 years. Under the leadership of:

- Sara Khalifa: Regional Coordinator
- Brett Bruner: Educational Initiatives
- Andie Jackson: Communications & Social Media
- Erin Sullivan: Membership Outreach
- Region 2020 Conference Hosts

NODA Mission

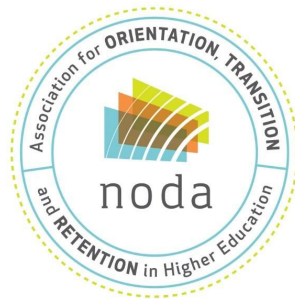
The mission of NODA-The Association for Orientation, Transition, and Retention in Higher Education is to provide education, leadership, and professional development in the field of college student orientation, transition, and retention (OTR). To that end, the NODA Board has embarked on strategic planning efforts that support their mission and vision of being the premier association for professionals in orientation, transition, and retention.

NODA Core Competencies

The NODA Core Competencies were designed to be the organizational system for knowledge, skills, and abilities of all professionals. Competencies are a “benchmark for defining a profession” (Havice, 2015). Competencies not only provide a common framework and foundation of skills for professionals involved in the association, they also create opportunities for professional development and help advance the skills and experiences for all levels of OTR professionals.

The twelve categories for the NODA Core Competencies are as follows.

- Theoretical and Institutional Knowledge
- Diversity, Inclusion, and Access
- Campus Collaboration
- Curriculum and Content Development
- Program Delivery and Management
- Organization and Leadership
- Communication
- Crisis Management
- Financial Management
- Laws, Policies, and Governance
- Enrollment Management
- Research, Assessment, and Evaluation



Vision Statement

Region 4 is an inclusive community that provides impactful development for its members.

#InclusiveDevelopment #4is4everyone #4is4me

Goals

Regional Coordinator

- **Strategic Planning and Implementation:** Create a two year strategic plan to outline goals, key performance indicators and to guide planning for each leadership team area of Region IV. The strategic plan will be placed on the NODA Region IV website and marketed to membership to ensure accountability and transparency within the region.
- **Diversity & Inclusion:** Incorporate the NODA Association Diversity, Inclusion and Social Justice Statement in tangible opportunities and initiatives to advance the mission of the statement and its core purpose.
- **Leadership Structure:** Assess the current leadership team structure and position descriptions and determine if the current positions effectively address the needs of both Region IV and the Association. Research on other regional team structures will be conducted as well as a needs assessment of the region as well as roles and responsibilities in relation to the Regional Conference.

Educational Initiatives

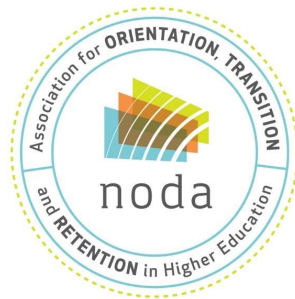
- **Get Connected:** Continue the Region IV “Get Connected” Virtual Sessions with at least 1 virtual session each month during the calendar year.
- **Intern Sessions:** Continue the Region IV Interns Monthly Virtual Sessions focused on moving in, moving through, and moving on from the NODA Summer Internship.
- **Drive In’s:** Partner with constituent groups (states, Networks, etc.) to support and host at least 1 drive-in conference/meeting throughout the year.

Communications & Social Media

- **Increase Social Media Presence:** To build a bigger following on Facebook and twitter by actively being social during Regional Conference and maintaining engaging content following the conference.
- **Communication Plan:** Create a communication plan that effectively meets the needs of our region.

Membership Outreach

- **Increase Region 4 Spotlight:** Increase to about 20 submissions for the year.
- **Meet Ups:** Host member meet ups at regional conference and also at the annual conference.



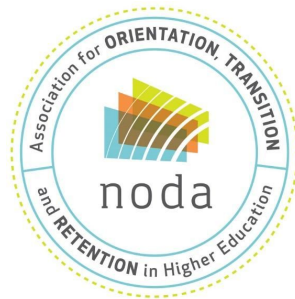
- **By the Numbers:** Highlight NODA Region IV by the numbers at annual and regional conferences. Along with highlighting, identify target markets to do more outreach and increase membership with underrepresented areas, groups, or institutions.

Regional Conference

- **Current Events:** Incorporating major themes or current events that impact the field in the professional and graduate experience. Utilize the Annual Conference to determine what major topic areas would be.
- **Professional Development:** Enhancing the professional and graduate experience overall by providing a holistic professional and graduate track.
- **Career Paths:** Provide advertising and information on a career path to higher education for undergraduate and graduate students.
- **Institution:** Incorporate the host institution as a whole through the theme, universities traditions, history and culture.

Key Performance Indicators

Area	Goal	KPI
RC	Strategic Plan	<ul style="list-style-type: none"> ● A final strategic plan will be created with at least 10 goals for the leadership team. ● Each goal will have a KPI to ensure that goals are accomplished
RC	Diversity & Inclusion	<ul style="list-style-type: none"> ● Implementation of a Diversity Institute at the Region IV Conference in 2020 ● Develop a standardized structure for the Diversity Institute for 2021 & 2022 Conference ● Incorporate D&I aspects to social media highlighting staff members from diverse backgrounds as well as hashtags #InclusiveDevelopment #4is4everyone ● Develop and implement an access and outreach plan to recruit Region IV members from underrepresented populations and institutions with special populations.
RC	Leadership Structure	<ul style="list-style-type: none"> ● Conduct an assessment of all Regional RC's to determine their current leadership structure by end of 2019 ● Assess current Leadership Team and outline recruitment plan for future positions



Ed	Get Connected	At least 1 virtual session held during each month of the 2019 calendar year
Ed	Intern Sessions	At least 2 monthly virtual sessions held for NODA Interns in Region IV.
Ed	Drive In's	At least 1 drive-in meeting held during the 2019 calendar year
Mark	Social Media	Post engaging and relevant content 2-3 times per week on Twitter and Facebook. Maintain an average of 10,000 Tweet Impressions per month on Twitter (verified by Twitter Analytics) and a Post Reach of 1,000 per month on Facebook (verified by our NODA Region IV Facebook Page Insights).
Mark	Comm Plan	Conduct a survey/study with the region to determine best practices in regards to communication efforts. Results of this study will be reflected in the creation of a communication plan for the region which will detail utilization of social media, email, and any other form of outreach.
Mem	Spotlight	Increase to about 20 submissions for the year Plan is to have every week Andie, Social Media Coordinator, post a reminder to complete the membership spotlight. Then post one spotlight of current submissions each week to draw more posts with the link.
Mem	By the Numbers	Host member meet ups at regional conference and also at the annual conference. Hosted one session at March 2019 Regional Conference as a roundtable. Plan to include in either Regional Coordinator's email or membership to all members before Annual of an evening to meet-up and chat in the lobby, open to Region IV to meet others. Last session to host October 2019 at Annual.
Host	Current Events/Theme	Work specifically with the diversity initiatives committee to identify at least 1 topic area to incorporate at the NODA Region IV conference.
Host	Prof Development	Administer a survey to professional and graduate members to gauge what things may be of interest to them while at the 2020 NODA Region IV Conference. Categorize common themes and implement at least 2 at the 2020 Region IV Conference.
Hoss	Career Paths	Work with the Graduate and Professional committee chairs to think creatively about graduate school options for undergraduate students
Host	Institution	Work with Baylor University to create a committee composed of faculty, staff, and students to assist with incorporating the university's traditions

