

SACSA Strategic Plan

2017 - 2020

Goal 1: Recruitment, engagement, and retention of members

1. Continue to build, recruit, and engage SACSA's diverse membership base to strengthen the association.
 - a. Maintain a membership base of 750 members
 - b. Identify Community College, HBCU, HSI, and MSI institutions and actively recruit SACSA membership and volunteer leaders.
 - c. Expand membership recruitment to include expanding additional functional areas, such as: advising, athletic student support, admissions, etc.
 - d. SACSA will develop a marketing campaign that incorporates member stories.
 - e. Develop a membership recruitment plan for the state hosting the conference.
 - f. Develop an engagement plan for MMI and NPI cohorts
2. Provide volunteer engagement opportunities to enhance the skillset of our members and strengthen SACSA as an organization.
 - a. Review the structure of the Executive Council
 - b. Ensure the "volunteer pipeline" is effectively preparing volunteers for all leadership positions.
 - c. Identify partnerships with other higher education professional organizations.
 - d. Partner with graduate faculty and preparation programs in the SACSA region to build affinity for SACSA.
 - e. Develop a retention plan to keep new and experienced SASCA volunteers connected.
3. Create local, affordable opportunities for SACSA members to connect on a state, local, or regional level to facilitate professional development and engagement.
 - a. Develop annual opportunities throughout the SACSA region to connect members with one another and the Association.
 - b. Provide opportunities for members to connect based upon their campus roles, current issues, and identities.
 - c. Continue to partner with state associations during the annual conference.
4. Expand recognition efforts to highlight volunteers.
 - a. Develop a years of service/membership recognition program-recognizing members for 5, 10, 15, 20, 25 years or more of membership.
 - b. Highlight a volunteer in each SACSA-let to raise awareness of the various volunteer opportunities.
5. Standardize the volunteer orientation and training process for engaging volunteers.
 - a. Through the use of technology and expertise, SACSA will create a standard orientation program for all volunteers that focuses on the history of the organization, operating policies, organizational structure, and policies/procedures.
 - b. Develop and implement training for volunteers to increase their knowledge on issues related to equity, inclusion, and intercultural competencies.

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Goal 2: Financial Stability & Stewardship

1. Maintain affordability to our members through our SACSA annual conference.
 - a. Select annual conference sites with consideration of cost for members.
 - b. Utilize the space request assessment data to appropriately decide conference needs for the conference RFP (technology, rooms, etc.).
 - c. Partner with local higher education institutions during the annual conference to share site costs and location costs.
2. Continue to adhere to SACSA Financial Guidelines
 - a. Work with our investment advisory committee to set goals to grow our investment fund.
 - b. Continue to add to the principal annually
3. The Annual Conference will generate \$20,000 profit
4. Explore new corporate and association partnerships to provide in-kind and monetary sponsorship.
5. Work with the foundation board to provide resources for ongoing and special projects.
6. Review financial policies and procedures to ensure compliance with 501(c)3 organizations.

Goal 3: Further strengthen SACSA's ability to prepare professionals for the future of higher education

1. Continue to develop the public policy committee to respond to current issues affecting our members
 - a. Develop a plan to quickly respond to national, regional, and local events that affect SACSA members.
 - b. Communicate public policy changes and their effect on SACSA Members.
 - c. Develop a public policy summit focusing on a particular issue (e.g. first amendment) or program
2. Develop innovative programs and initiatives that promote social and cultural change as it relates to higher education.
3. Create opportunities for Student Affairs leaders to discuss and communicate issues affecting higher education.
 - a. Develop a plan to empower members to engage with public policy issues.
4. Develop advocacy resources that align with SACSA's Core Values.