

**SOUTH CAROLINA COLLEGE PERSONNEL ASSOCIATION (SCCPA)
STRATEGIC PLAN**

Approved March 29, 2002

PURPOSE OF THIS PLAN: This Strategic Plan provides a broad, long-term planning framework primarily comprised of (1) long-term goals and (2) major objectives intended to enable attainment of those goals. Within the framework of this Strategic Plan, each year's SCCPA Board is encouraged to develop its own unique annual goals and objectives to meet the SCCPA needs of a particular period. Such annual goals and objectives should support and be consistent with the mission and the long-term goals of SCCPA and of the American College Personnel Association.

BEGINNING DATE, LONGEVITY OF AND AMENDMENTS TO THIS PLAN: This Plan goes into effect May 1, 2002 and is intended to remain in effect until April 30, 2007 unless amended or replaced. The SCCPA Board has the authority to modify this Plan, or to replace this Plan in its entirety with a Plan deemed more appropriate to meet the needs of SCCPA at a particular point in time.

VISION OF THE SCCPA: The SCCPA will clearly function as the premier South Carolina professional organization for all Student Affairs professionals and for others interested in student development and in student personnel services in higher education.

MISSION OF THE SCCPA: SCCPA's mission is to support its members and other professionals who serve students in South Carolina higher education institutions. To carry out this mission, SCCPA strives to promote:

- the continued learning of members and other professionals and collaboration with other professional organizations to provide such opportunities;
- the active involvement and fostering of professional networks among a diverse population of Student Affairs professionals;
- the field of student affairs/student personnel and the understanding of professional standards;
- the welfare of members and other professionals who serve students in South Carolina colleges and universities;
- as well as issues of concern related to the education of students in out-of-class settings.

GOAL 1: INCREASE, DIVERSIFY, AND SUSTAIN MEMBERSHIP.

Objectives:

- A. By not later than April 30, 2003 develop a SCCPA Recruiting Plan.
- B. By not later than April 30, 2003 develop a SCCPA Retention Plan.
- C. By not later than April 30, 2007 increase SCCPA membership to a total of 300 members, with particular emphasis on including members from Historically Black Colleges and Universities, technical and two-year institutions, and graduate students in Student Affairs/Higher Education Administration programs.

- D. By not later than April 30, 2003 develop a corporate recruiting plan.

GOAL 2: ASSURE FINANCIAL STABILILTY.

Objectives:

- A. By not later than April 30, 2003 develop a Five-Year Financial Plan. As a minimum, this Financial Plan will prescribe the budget development system, outline creative ways of raising revenue, and address grant writing and grant disbursement.

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- B. By not later than April 30, 2002 create and maintain a balanced budget. This budget will include a minimum of 12 months of expenses in liquid assets, to include both regular and unplanned expenses.

GOAL 3: STRENGTHEN ORGANIZATIONAL STRUCTURE AND BOARD EFFECTIVENESS.

Objectives:

- A. By not later than July 31, 2002 ensure that appropriate annual transitional and orientation activities consistently and routinely occur within one month of the election of new officers.
- B. By not later than April 30, 2003 ensure that all organizational documents are electronically maintained and are capable of being electronically transmitted.
- C. Maintain and update the *SCCPA Policies and Procedures Manual*.
- D. Effective May 1, 2002 annually conduct a review of the SCCPA organizational structure to ensure maximum organizational effectiveness. As a minimum, this review will include examining the degree of success in developing and including constituencies, the efficacy of committee structure, the maximum use of current technology, and the clarification of Board members' roles and functions.

GOAL 4: ENHANCE MEMBER SERVICES, PARTICULARLY PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

Objectives:

- A. Effective May 1, 2002 annually evaluate the professional development opportunities and services offered to members. Add, delete, or alter services as determined by the annual review.

- B. Fully utilize current technology throughout member services and professional development programs.
- C. As appropriate, serve as advocate for the best interests of the SCCPA constituency.

GOAL 5: PROMOTE THE PROFESSION OF STUDENT AFFAIRS.

Objectives:

- A. By not later than April 30, 2003 develop and implement a means of marketing the profession to undergraduate students and to other potentially aspiring professionals.
- B. Provide members with appropriate resources and means to educate others about the profession of Student Affairs and its contributions to higher education.
- C. By not later than April 30, 2004 identify and approach business organizations and firms that work closely with South Carolina Student Affairs professionals about becoming corporate members of SCCPA, with the goal of having at least 75 percent of the identified and approached firms agreeing to become SCCPA corporate members.