

SOUTH CAROLINA COLLEGE PERSONNEL ASSOCIATION (SCCPA)

STRATEGIC PLAN

Proposed June 1, 2007

Approved August 16, 2007

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, the SCCPA Board is encouraged to develop annual goals and objectives to address specific needs not covered by the long-term goals. New 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:

Upon approval of the Board, this plan will go into effect August 2007. It is a working document which should be reviewed, amended and replaced by the Board on an annual basis. A new strategic plan should be developed in five years, no later than the spring of 2012. 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 functions as the premier student affairs professional South Carolina professional organization.

MISSION OF THE SCCPA:

SCCPA's mission is to support its members and other professionals who serve college and university students in South Carolina higher education institutions.

GOAL 1: Increase membership and enhance membership services

Action Statements:

- A. Create and sponsor opportunities where members and student development professionals can participate to address current issues at the institutional and state levels.
- B. Ask the 2007-2008 President-elect to evaluate and conduct a cost/benefit analysis of the three conferences sponsored by SCCPA (Fall Drive-In, Administrative Professional and the Spring Conference). Are current issues in student development being discussed and debated at these meetings? Is SCCPA attracting high quality speakers to our meetings? How are these meetings and conferences effective in enhancing professional development of members? How can these meetings be improved? Are the costs of participating in the conferences reasonable? Are the meetings held in the places to attract the largest participation? Can the marketing of these conferences be expanded? The findings will be presented to the Executive Board during the October 2007 board meeting. The past and future chairpersons of these conferences should serve as resources for this project.
- C. Ask the at-large members of the Board, the private institution representative, the public institution representative, the two-year institution representative and the HBCU institution representative to canvas their constituency and prepare a list of all professional development and networking opportunities scheduled in the state and/or region in the next two to three years. This list should be presented at the March 2008 Board meeting.

The full Board should review said list and explore collaboration and networking opportunities.

- D. Ask the Technology Chair to present a report on how the association can further utilize the latest technology for professional development of our members and for promotion of the association.
- E. Ask the faculty liaisons and SPA representatives from Clemson University and the University of South Carolina to survey future higher education professionals to learn how SCCPA can diversify its membership. Present findings to the Board at its Fall 2007 meeting.
- F. Ask the Human Diversity chair to review the most recent member survey and develop strategies to diversify Association membership and institution representation. Present a draft summary of strategies to the Board at their fall 2007 meeting. Use reports from members at large and Human Diversity chair to develop strategies to recruit a more diverse and experienced professional membership.
- G. Explore opportunities to create a corporate level membership and invite 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.

GOAL 2: ASSURE FINANCIAL STABILILTY.

Action Statements

- A. The 2007-08 Treasurer should prepare a Five-Year Financial Plan to be presented at the March 2008 Board meeting. This Financial Plan must include a detailed description of a budget development system, and an outline for raising revenue and operating a balanced budget.
- B. Approve and maintain a balanced budget that includes a minimum 12 months of expenses in liquid assets, to include both regular and unplanned expenses.
- C. Adopt a formal financial review process through which the Board is kept informed of the fiscal health of the organization and any actions that need to be taken to ensure the financial health of the association

GOAL 3: STRENGTHEN ORGANIZATIONAL STRUCTURE & EFFECTIVENESS

Action Statements

- A. By not later than June 1, ensure that appropriate annual transitional and orientation activities consistently and routinely occur within one month of the election of new officers.
- B. Maintain and update the *SCCPA Policies and Procedures Manual*.
- C. Effective May 1, 2007 annually conduct a review of the SCCPA organizational structure to ensure maximum organizational effectiveness. At 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, the clarification of Board

members' roles and functions, and examine member involvement in the organizational structure.

GOAL 4: PROMOTE THE PROFESSION OF STUDENT AFFAIRS.

Action Statements

- A. Ask the Publications and Marketing chairs to write press releases about SCCPA conferences, meetings and Board achievements.
- B. Ask the Chief Student Affairs Liaison to develop and implement a marketing campaign to undergraduate students who work in the residence life, student activities and career services offices at all higher education institutions in the state.
- C. Ask the president to write and post a letter on the SCCPA website addressed to college and university presidents, provosts and academic deans in South Carolina.
- D. Ask the Publications chair to join the network of communications staff so SCCPA can be aware of the accomplishments of student affairs professionals throughout the state.
- E. Ask the Development Chair to cultivate corporate and non-profit partners for SCCPA.
- F. Teach and model professional standards and ethics of ACPA and NASPA.
- G. Promote and reward scholarship within the profession.
- H. Develop opportunities for mentoring relationships among SCCPA professional members and graduate student members.
- I. Increase award submissions for SCCPA annual awards.