

Southern Association for College Student Affairs

Strategic Plan

2010 – 2015

Goal 1: To increase membership

- Objective 1 – Develop a comprehensive plan for the recruitment of members that will yield at least a 15% increase annually. This plan will include but is not limited to the following:
 - Specific ideas for marketing the Association.
 - Reinstatement of state recruitment coordinators with defined job responsibilities.
 - Strategies for recruiting specific target markets, including SSAOs, faculty members and professionals from HBCUs and Community and Technical Colleges as well as current and lapsed members.
- Objective 2 – Recruit additional faculty members and engage existing faculty members in the work of the Association.
- Objective 3 – Review the annual conference programs to ensure that the schedule includes programs addressing issues related to specific target populations, such as SSAOs, and members from HBCUs and Community and Technical Colleges.
- Objective 4 – Develop methods to engage members intentionally via increased opportunities for involvement in the work of the Association at all levels.
- Objective 5 – Provide improved and purposeful exchanges of information with members including through social networking sites and the Association Web site.
- Objective 6 – Increase the ease of use and “friendliness” of the on-line membership and renewal process.

Goal 2: To stabilize the financial viability of the Association

- Objective 1 – Assess current partnerships/sponsorships including rates vs. benefits and length of agreements with the goal of increasing total revenue.
- Objective 2 – Explore future partnerships with organizations that sell products/services to member institutions.
- Objective 3 – Increase membership dues to a minimum of \$50.
- Objective 4 – Choose conference sites based on reasonable costs and travel proximity for members in order to maximize attendance.
- Objective 5 – Review financial issues related to the Journal, including rates, reach, possible ad sales, quantity produced, and advisability of electronic distribution.
- Objective 6 – Emphasize cost containment in Association operations such as travel.

Goal 3: To strengthen the infrastructure of the association

- Objective 1 – Develop a comprehensive strategic planning process that includes recommendations about membership, terms, and meeting schedule.
- Objective 2 – Add the Journal Editor as an ex-officio member of the Executive Council.
- Objective 3 – Develop a plan for the Executive Director position.
- Objective 4 – Implement accountability measures for the Association leadership.
- Objective 5 – Execute the Talent Development initiatives.
- Objective 6 – Develop a process for the collection and communication of information about membership.
- Objective 7 – Review the level of financial support provided for the Journal.


Goal 4: To enhance and strengthen partnerships with key constituencies

- Objective 1 – Pursue/Strengthen collaborative relationships with other professional associations (NASPA, SACS, NASAF).
- Objective 2 – Facilitate support for and involvement of faculty and students of graduate preparation programs.

Goal 5: Provide professional development opportunities throughout the year

- Objective 1 – Incorporate innovative uses of technology to offer additional professional development opportunities throughout the year (i.e. sponsor a Webinar once per semester or courses using BlackBoard—similar to those offered through StudentAffairs.com).
- Objective 2 – Encourage SACS committees to partner with member institutions to offer professional development throughout the year (i.e. one-day drive-in workshops or pre-conferences or seminars during other major association conferences such as NACA, ACUHO, etc.).
- Objective 3 – Establish a “SACSA Professional Development Opportunities” section in the SACSA-lert as a means to inform members about opportunities within and outside of the Association (postings about grant funding, conferences, online courses, etc.).

Approved by the SACSA Executive Council:

 11-6-10
Sherryl Byrd, 2010 President Date