



Strategic Four-Year Plan Texas Association of College and University Student Personnel Administrators

The Texas Association of College and University Student Personnel Administrators (TACUSPA) is an association of administrators, staff, faculty, students and others interested in the professional administration of student affairs programs in higher education.

Mission:

TACUSPA is dedicated to the development of the student affairs profession in the state of Texas.

Vision Statement:

TACUSPA, a premiere state association, is a leader in the enhancement of the student affairs profession.

Goal 1: Increase membership to 400 by Fall 2010.

Objective 1.1: Target potential membership from community colleges, private institutions, faculty, graduate students, and new professionals.

Strategy 1.1.1: Offer drive-in workshops and/or pre- and post-conference seminars targeted to graduate students, faculty, community college personnel, and new professionals. (Pres & Pres Elect)

- Graduate student institutional site visits approved by the board April 18, 2008
- Implemented November 7, 2008 – A&M College Station Campus

Strategy 1.1.2: Establish a New Professionals Caucus to provide feedback to the Executive Committee regarding the needs of new professionals. (VPMM)

- Approved by the board on February 3, 2006
- Implemented during the 2006 fall conference

Strategy 1.1.3: Establish a TACUSPA Fellowship program to encourage graduate student involvement. (VPA)

- Approved by the board on February 3, 2006
- Planned to implemented during fall conference 2008 but was cancelled due to Hurricane Rita
- Will be implemented for fall conference 2009

Strategy 1.1.4: Offer one complimentary fall conference registration to a faculty member in each of the student affairs/higher education program in the state. (VPMM)

- Approved by the board on December 20, 2004
- Implemented during fall conference 2005
- Offered every year since 2005

Strategy 1.1.5: Create marketing strategies to target specific membership sub-groups and evaluate usage of the website for current and prospective members. (VPMM, DMT)

- Individual brochures were designed in August 2005 for each caucus group and caucus leaders to use in marketing TACUSPA to potential members
- Article Competition
 - Approved by the board on February 3, 2006,
 - Implemented in the spring of 2007,
 - Offered every year since 2007
- Faculty Conference Registration



- Approved by the board on December 20, 2004;
- Implemented during the 2005 fall conference,
- Offered every year since 2005
- Graduate student institutional site visits
 - Approved by the board April 18, 2008,
 - Implemented November 7, 2008 (Texas A&M – College Station)

Objective 1.2: Collaborate with other organizations/entities.

Strategy 1.2.1: Co-host conferences with other state, regional and national organizations, institutions, and agencies. (Pres & Pres Elect)

- NASPA Region III Summer Conference – San Antonio, Summer 2005
- SACSA – Dallas, November 2007
- COSSVP – TACUSPA President attends and provides update at each meeting. Implemented 2005-2006 and continues currently.
- Currently trying to work with Texas Association of Community College Chief Student Affairs Administrators and Junior/Community Student Personnel Association of Texas

Strategy 1.2.2: Encourage Texas state-wide organizations to host meetings within TACUSPA conferences. (Pres & Pres Elect)

- COSSVP & Dean of Students group
- Currently working on community college group for 2010

Goal 2: Engage membership.

Objective 2.1: Improve membership services.

Strategy 2.1.1: Provide job placement information to the membership. (Pres, Pres Elect, DMT)

- Beginning spring 2007, monthly email sent out to membership with consolidated information on job openings.
- TACUSPA website updated with information on job openings for membership.

Strategy 2.1.2: Provide networking opportunities for the membership. (Pres, Pres Elect, VPMM)

- Established varied formats for caucus gatherings at the fall 2006 & 2007 conferences
- Established New Professionals Caucus in 2006 to better serve that division of our membership
- Established a TACUSPA Graduate Student Yahoo group in the spring of 2006
- Established a TACUSPA Graduate Student Facebook group in the spring of 2008

Strategy 2.1.3: Develop a competition to provide TACUSPA members with incentive to produce and publish scholarly work. (Past Pres, VPMM)

- Approved by the board on February 3, 2006
- Article Competition implemented in the spring of 2007

Objective 2.2: Increase member participation in TACUSPA activities.

Strategy 2.2.1: Offer drive-in workshops and/or pre- and post-conferences. (Pres & Pres Elect)

Strategy 2.2.2: Offer timely topics of interest to the membership during fall and summer conferences. (Pres & Pres Elect)

Strategy 2.2.3: Establish a New Professionals Caucus to provide feedback to the Executive Committee regarding the needs of new professionals, assist in marketing to new professionals. (VPMM)

- Approved by the board on February 3, 2006
- Implemented during the 2006 fall conference



Strategy 2.2.4: Promote membership participation in caucuses and committees. (VPA, VPMM)

- Established varied formats for caucus gatherings at the fall 2006 and 2007 conferences
 - Caucus chairs engaged in direct email solicitation of members right after caucus gatherings at each conference
- Established New Professionals Caucus in 2006 to better serve that division of our membership
- Established a TACUSPA Graduate Student Yahoo group in the spring of 2006
- Established a TACUSPA Graduate Student Facebook group in the spring of 2008

Strategy 2.2.5: Establish a TACUSPA Fellowship program to encourage graduate student involvement. (VPA)

- Approved by the board on February 3, 2006
- Planned to implemented during fall conference 2008 but was cancelled due to Hurricane Rita
- Will be implemented for fall conference 2009

Objective 2.3: Create opportunities to recognize members for outstanding contributions and service.

Strategy 2.3.1: Establish a “Faculty Member of the Year” award. (VPA)

- Approved by the board on February 3, 2006
- Implemented during the 2006 fall conference

Strategy 2.3.2: Recognize members and organization leadership through announcements, publications, and awards. (Past Pres & VPA)

- Quarterly TACUSPA Newsletter
- List the awards TACUSPA gives out yearly in Newsletter and on TACUSPA website

Goal 3: Increase the knowledge and skills of the membership.

Objective 3.1: Offer quality conferences, workshops, seminars, and publications.

Strategy 3.1.1: Conduct membership needs assessments. (Pres & DMT)

- Conducted by Steve Sutton June 11, 2007
 - 32% response rate of members
 - Benefits and additional programs/services were identified for the organization
- Conducted by Amanda Drum Spring 2009
 - Location preferences for Fall 2010 Conference

Objective 3.2: Offer programs to encourage TACUSPA members to produce scholarly work.

Strategy 3.2.1: Develop a competition to provide TACUSPA members with incentive to produce and publish scholarly work. (Past Pres, VPMM)

- Approved by the board on February 3, 2006
- Article Competition implemented in the spring of 2007



Goal 4: Advocate the value of the role of student affairs in higher education to internal and external stakeholders.

Objective 4.1: Promote the value of student affairs within institutions of higher education.

Strategy 4.1.1: Encourage members to utilize their campus media (e.g., campus newspapers, alumni magazines, and departmental newsletters) to underscore issues affecting student affairs. (Pres & Pres Elect)

Strategy 4.1.2: Send an annual letter from the TACUSPA president to each chief student affairs officer outlining the key issues of his/her presidency. (Pres)

Strategy 4.1.3: Host a roundtable discussion annually to promote dialogue between faculty and student affairs practitioners. (Pres)

Strategy 4.1.4: Solicit conference programs on student affairs and academic affairs collaboration. (Pres)

- Session conducted by Keri Rogers, "The Grass is Greener on the Other Side" – NASPA Region III/TACUSPA Summer Conference, June 2005

Objective 4.2: Promote the value of student affairs to external stakeholders.

Strategy 4.2.1: Develop efforts to educate the public of the state of Texas about the role of student affairs and the value of the student experience. (Pres)

Strategy 4.2.2: Solicit conference programs on media relations. (Pres)

- Program proposal accepted for Fall 2008 conference-canceled due to Hurricane Rita

Strategy 4.2.3: Invite state officials to speak at TACUSPA conferences. (Pres)

(Finalized October 15, 2006)