



Strategic Five-Year Plan: 2010-2015

Texas Association of College and University Student Personnel Administrators

Core Values:

The Texas Association of College and University Student Personnel Administrators is an association of administrators, staff, students, and others interested in the professional administration of student affairs programs in higher education. The organization's core values include:

- **Professional Networking:** focusing on the broad issues and administration of the total student affairs program while recognizing that many members have interests or responsibilities in specialized areas and meeting the needs of its members by providing services in all areas of the state.
- **Professional Development:** providing opportunities for professional development and interaction through its publications and activities such as conferences, workshops, and seminars
- **Professional Advocacy:** seeking to enhance the profession of student affairs by supporting research, articulating contemporary issues, supporting graduate training programs, and introducing students to the profession.

Mission:

TACUSPA, a premier state association, is dedicated to the development, support and promotion of the student affairs profession in the State of Texas.

Vision Statement:

TACUSPA seeks to become a nationally recognized professional association known as leader in the development and promotion of the student affairs profession in the State of Texas.

TACUSPA Diversity Statement

The Texas Association of College and University Student Personnel Administrators (TACUSPA) is committed to fostering an environment that supports and encourages diversity in our organization and in the student affairs profession throughout the state of Texas. TACUSPA is committed to educating its members on issues of diversity and working to eliminate prejudice or discrimination of any kind in the student affairs profession.

Goal 1: Engage the membership.

Objective 1.1: Improve membership benefits at all levels of the profession. (Graduate Students, New Professionals, Mid-level professionals, Senior Student Affairs Officers (SSAO), and Faculty).

Strategy 1.1.1: Encourage TACUSPA presence at Graduate Student Caucus campus site visits.

- Pay expenses for a TACUSPA member to be present to discuss TACUSPA and the benefits of membership.

Strategy 1.1.2: Provide career enhancement opportunities.

- Implement Resume and Cover Letter review program at the annual fall conference.
- Market job posting services that TACUSPA offers to member institutions.
- Provide job placement postings at a central location during conferences.
- Offer conference sessions presented by SSAOs addressing upward mobility in Student Affairs and the skills needed to progress into a SSAO position.

Strategy 1.1.3: Provide online opportunities to network with colleagues.

- Create a TACUSPA Facebook fan page.
- Offer website discussion boards for knowledge communities by topical content and/or affinity group.

Strategy 1.1.4: Expand volunteer opportunities to mid-level professionals.

- Identify board member to serve as volunteer coordinator.
- Develop online knowledge communities by topical content and/or affinity group.
- Create a Technology committee to address association technology concerns and needs.
- Create an Assessment committee to oversee association assessment activities and lead an online knowledge community targeting assessment professionals.

Strategy 1.1.5: Create opportunities for SSAOs to contribute to TACUSPA and the profession.

- Recruit SSAOs to present sessions at Fall Conferences .
- Recruit SSAOs to provide articles they have written and/or published and to help develop knowledge communities.
- Post links to SSAO blogs on the TACUSPA website, or create a SSAO blog.
- Ask SSAOs to serve as mentors to TACUSPA Fellows and others.
- Encourage SSAOs to sponsor graduate students to attend conferences.

Strategy 1.1.6: Increase faculty participation in TACUSPA.

- Ask faculty to serve as judges in article competitions and Fall Conference Case Study competition.
- Develop a marketing and outreach plan to better advertise the free conference registration offered to faculty teaching at each Texas institution with a Higher Education/Student Affairs program.
- Recruit faculty to assist in the development of knowledge communities.
- Encourage faculty to utilize the research grant opportunity.

Objective 1.2: Provide outreach programs to benefit all institution types. (large, professional schools, 2-year, 4-year traditional, technical, private, online only, Hispanic Serving Institutions and Historically Black Colleges and Universities).

Strategy 1.2.1: Conduct needs assessment to identify why some institutions are not participating/engaged.

- Identify the institutions whose membership is not engaged.
- Make personal contact with SSAO of non-participating institutions.
- Create targeted marketing plans to attract them to be active.

Strategy 1.2.2: Create a 2-year liaison position to identify and address needs of 2-year schools.

Objective 1.3: Encourage the development and sharing of scholarly work and provide timely relevant information to the membership.

Strategy 1.3.1: Provide timely relevant hot topic sessions at conferences.

Strategy 1.3.2: Establish knowledge communities identified by the membership.

- Define online knowledge communities by topical content and/or affinity group.
- Solicit articles from membership.

Strategy 1.3.3: Develop an online repository.

- Include conference programs and articles.
- Highlight, and link to, relevant online research and literature.

Goal 2: Strengthen the Association.

Objective 2.1: Increase the membership to 500 by 2015.

Strategy 2.1.1: Recruit members from professional schools, 2-year, technical, online, and private institutions.

- Identify all institutions in Texas.
- Target direct mail marketing to each institution type.
- Reinstate the annual letter from the President to all institutions.
- Make personal contacts with non-member institutions.

Strategy 2.1.2: Retain members.

- Evaluate retention of membership.
- Develop retention action plan if needed.

Objective 2.2: Maintain fiscal stewardship to support membership.

Strategy 2.1.1: Provide quality programs and services to the members.

- Allocate funds for one nationally recognized keynote speaker at each annual fall conference.
- Financially support the annual fall conference to ensure quality of programs in the event of unforeseen economic challenges.

Objective 2.3: Evaluate membership and conference registration fee structure.

Strategy 2.3.1: Evaluate membership fees on an annual basis to assure that institutions and professionals receive the value for the fee they pay.

Strategy 2.3.2: Evaluate conference registration fees annually to assure a quality conference is provided at the lowest cost to members possible.

Objective 2.4: Evaluate fiscal policies and procedures.

Strategy 2.4.1: Evaluate fiscal policies and procedures annually to assure that the association is practicing good stewardship of all resources and information.

Objective 2.5: Evaluate effectiveness of association programs and services.

Strategy 2.5.1: Create an Assessment committee to oversee association assessment activities.

Strategy 2.5.2: Assess all association programs for satisfaction and effectiveness.

Strategy 2.5.3: Assess all strategic plan initiatives for completion and effectiveness.

Strategy 2.5.4: Create a strategic plan based on association assessment results to guide the organization through 2020.

Goal 3: Broaden and enhance membership services through technology.

Objective 3.1: Enhance the presence of the association on the World Wide Web.

Strategy 3.1.1: Update and refurbish website and make it ADA compliant.

Strategy 3.1.2: Develop Facebook fan page.

Strategy 3.1.3: Develop webinar infrastructure.

Strategy 3.1.4: Develop online knowledge communities by topical content and/or affinity group.

Objective 3.2: Enhance registration and payment process.

Strategy 3.2.1: Implement method for secure credit card payments.

Strategy 3.2.2: Develop online registration process for fall conference.

Strategy 3.2.3: Develop online membership process.

Goal 4: Act as a leading resource regarding student affairs for the state of Texas.

Objective 4.1: Provide student affairs related feedback to interested parties on timely issues.

Strategy 4.1.1: Institute an online survey tool for timely feedback on important issues.

Objective 4.2: Promote the role of student affairs and the value of the student experience.

Strategy 4.2.1: Develop fact sheets for use by student affairs professionals defining what student affairs is and addressing the state of student affairs in Texas.

Strategy 4.2.2: Write letters to the SSAOs informing them about professional development opportunities, hot topics in student affairs and higher education, etc.

Objective 4.3: Provide links via the website with student affairs information.

Strategy 4.3.1: Identify and link appropriate sites.

(Adopted May, 2010)