

# **North Carolina College Personnel Association Strategic Plan**

## **PURPOSE OF THIS PLAN:**

This Strategic Plan provides a broad, long-term planning framework primarily comprised of long-term goals and objectives intended to enable attainment of those goals. Within the framework of this strategic plan, each year's NCCPA Board is encouraged to develop its own unique annual goals and objectives to meet the NCCPA needs of a particular period. Such annual goals and objectives should support and be consistent with the mission and the long-term goals of NCCPA and of the American College Personnel Association.

## **LONGEVITY AND AMENDMENTS:**

This plan goes into effect when approved by the board during the Fall of 2004 and is intended to remain in effect until June 30, 2009 unless amended or replaced. The NCCPA 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 NCCPA at a particular point in time.

## **MISSION OF NCCPA:**

The North Carolina College Personnel Association, a state division of the American College Personnel Association, is committed to the education and development of post secondary students in North Carolina and exists for the benefit of all student personnel professionals in the state. To these ends, it:

- Provides leadership in the student personnel field
- Promotes the delivery of high quality student personnel services
- Contributes to the continuing education of student personnel professionals
- Facilitates the exchange of expertise and experience among these professionals, including multicultural awareness and opportunity

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## **GOAL 1: TO BE COMMITTED TO OUR PROFESSION AND OUR MEMBERSHIP**

Objectives:

- Reflect the standard of excellence in all actions and products of the association.
- Continue to provide our membership with quality professional development opportunities for different levels and needs through Fall Conference, LEAD Conference and Administrative Personnel Conference.
- Encourage personal development and sharing through Hot Topic speaker series.
- Address cutting edge topics in a timely manner and actively engage others in discussions based around current trends and issues in higher education.
- Provide accurate, current information about NCCPA via the association website

## **GOAL 2: INCREASE, DIVERSIFY, AND SUSTAIN MEMBERSHIP**

### Objectives:

- Recruit and organize membership representatives from NCCPA designated regions to help with recruitment and retention of members in their region.
- Create Welcome Wagon program to greet new professionals in the state and introduce them to our organization.
- Retain renewal memberships at a rate of 10% or greater than previous year.
- Increase new memberships by 10% over previous year.
- Use Member-at-Large diversity representative to target Historically Black Colleges and Universities, technical colleges, and two-year institutions across the state.
- Use Graduate/New Professional representative to educate graduate students about NCCPA opportunities.
- Annually evaluate the Affirmative Action Statement/Plan.

## **GOAL 3: ASSURE FISCALLY STABILITY**

### Objectives:

- Keep membership rates reasonable and comparable to competitors' rates.
- Maintain affordable conferences and other professional development opportunities.
- Maintain a systematic budget process for the association.
- Maintain a systematic membership renewal process for the association.

## **GOAL 4: STRENGTHEN ORGANIZATIONAL STRUCTURE AND BOARD EFFECTIVENESS**

### Objectives:

- Ensure the appropriate annual transition and orientation activities consistently and routinely occur during the summer following elections.
- Ensure that all organizational documents are electronically maintained and are capable of being electronically transmitted.
- Maintain and update NCCPA policies and procedures annually.
- Conduct annual review of the NCCPA organizational structure. This review will include examining the success in developing and including constituencies, the efficacy of committee structure, the use of current technology and the clarification of Board members' roles and functions.