



**SOUTH CAROLINA**  
College Personnel Association

## **South Carolina College Personnel Association Strategic Plan 2020-2023**

FINAL DRAFT – 2/10/2020

### **Mission**

As a State Chapter of the American College Personnel Association (ACPA), the South Carolina College Personnel Association (SCCPA) provides educational, professional development, and networking opportunities to serve a diverse and inclusive community of college student advocates.

### **Vision**

SCCPA continuously strives to be the primary resource for student affairs professionals in South Carolina.

### **Values**

SCCPA desires to create a professional environment that fosters the following values and enables our diverse and inclusive community of college student advocates to model these values at their own institutions:

#### ***Diversity and Inclusion:***

SCCPA values being an open and welcoming organization that strives to build a culture that appreciates the authenticity, identities, perspectives, experiences, and knowledge of its members and the communities they serve.

#### ***Engagement:***

SCCPA values the intentional involvement of its members and collaborative partners to create opportunities to cultivate, mentor, and support students and professionals within the field of Higher Education.

#### ***Knowledge and Competency:***

SCCPA values the sharing of ethical practices, thought, research, and theory that will impact the leadership development and growth of its members.

## **2020-2023 Strategic Goals**

The proposed three-year strategic initiatives plan will begin in spring 2020 and culminate in spring 2023. The executive board identified four broad goal areas to be the targets for SCCPA over the next three years. Additionally, the board outlined specific objectives to guide achievement for each of these goal areas.

### **GOAL 1: MEMBERSHIP**

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- Define membership in SCCPA to include: (a) national and local membership options, (b) benefits of accessibility, affordability, and local networking, and (c) a description of the actual product received (e.g. annual cycle of events/initiatives). Develop and produce materials with this newly framed information for digital and print distribution. Push out to current and prospective members. (Completed by Fall 2020/Spring 2021)
- Develop a detailed process by which the Director of Membership Development (in conjunction with the executive board) will regularly assess the membership report to draw valuable data and engage in more focused, analytics-driven recruitment and communication efforts. (Completed by Spring 2021)
- Create a consistent and recurring timeline for bi-annual membership drives to help recruit and retain members with a goal of 10% annual growth in total membership. Each membership drive will target specific populations (school type, geographic region, graduate students, etc.) based on the regular analysis of membership reports. (Completed by Fall 2021)
- Produce a short, professional membership video, intended for multi-year use, to promote SCCPA and inform prospective members about the organization. (Completed by Spring 2022)

### **GOAL 2: MARKETING AND BRANDING**

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- Update all printed and digital marketing materials, SCCPA website, and social media accounts to reflect consistent alignment with the current SCCPA and ACPA brand standards—effectively eliminating outdated logos and association content. (Completed by Fall 2020)
- Include the mission and vision statements on all marketing materials and communications, as well as the website and social media to ensure current and prospective members are educated and informed about the purpose of our organization. (Completed by Fall 2020)
- Enhance SCCPA communications and brand recognition by developing a social media plan to support all marketing and communications for SCCPA and maintain active engagement with current and prospective members. (Completed by Spring 2021)
- Develop a state-wide list of contacts (listserv) through outreach to individual institutions across the state to achieve broader communication and advertising for SCCPA initiatives and opportunities. (Completed by Fall 2021)
- Create a timeline and complete a comprehensive update of the SCCPA website to include: reviewing, editing and updating all content; aligning all pages with current brand standards; utilizing current up-to-date pictures; identifying and implementing opportunities to enhance or freshen up the website overall. (Completed by Spring 2022)

### **GOAL 3: SUSTAINABILITY OF ORGANIZATION**

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- Develop and publish a comprehensive guide to SCCPA financial practices and procedures that aligns with ACPA and is accessible to current board members. (Completed by Fall 2020)
- Establish a process and timeline for annual financial review of the organization to ensure financial security and sustainability of the organization. In support of SCCPA's "break-even" culture, define the "range of financial security" for annual fluctuations to the account balance and assess adequate use of sponsorships to minimize out-of-pocket costs. (Completed by Spring 2021)
- Create a proactive culture of leadership retention and progression by developing a timeline for intentional conversations between the presidential trio and the elected or appointed board members regarding retention and progression plans. The timeline for these conversations will precede the fall elections and transition process. (Completed by Fall 2020)
- Review current relationship with ACPA and identify ways to strengthen involvement with and use of resources provided. (Completed by Spring 2021)
- Identify and pursue state, regional, or national professional associations for partnership and collaboration opportunities on professional development programs. Review annually. (Completed by Fall 2021)

### **GOAL 4: PROFESSIONAL DEVELOPMENT**

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- Maintain the annual cycle of core programs for SCCPA: Fall Drive-In; Fall Virtual Event (currently Coffee & Conversation); Winter Equity & Inclusion Institute; Spring Drive-In; Spring Virtual Event (currently Coffee & Conversation), while continually seeking opportunities to enhance, refine and add to these consistent offerings. (Completed by Fall 2020)
- Develop, establish, and implement the SCCPA Hall of Fame initiative designed to recognize significant contributors or supporters within the organization. (Completed by Fall 2020)
- Explore and identify opportunities to capture the Senior Student Affairs Officers (SSAOs) by providing unique professional development initiatives focused on this group. Create programming for this audience that is exclusive to SCCPA and sets us apart from other state organizations. (Completed by Spring 2021)
- Sustain a three-year plan for professional development events and activities, including the establishment of dates and locations for future conferences. Update annually at the board retreat to ensure dates and locations extend out three years. (Completed by Fall 2021)
- Develop and publish a guide for planning professional development events that includes specific timelines regarding the tasks and expectations for "event coordinators" prior to, during, and after the event. (Completed by Spring 2022)