

Maryland College Personnel Association

Strategic Plan

2010-2013



Purpose of this Plan:

The MCPA Strategic Plan provides a broad, long-term plan for the association. The plan is comprised of goals and objectives that were determined through membership surveys, organization assessment, and the mission of MCPA. Implementation is the responsibility of all MCPA members.

The Executive Board will determine annual goals based on the strategic plan at the annual summer meeting. The Executive Board will summarize and report to the membership the progress made toward intended outcomes related to these goals at the annual spring meeting.

Longevity & Amendments:

The plan will go into effect when approved by the membership in June 2010 and it is intended to remain in effect until Spring of 2013 unless amended or replaced. The MCPA Executive Board has the authority to modify this Plan, if deemed appropriate to better meet the needs of MCPA.

Mission of MCPA:

MCPA, a state division of ACPA promotes the professional development of college student educators within the state of Maryland. MCPA is dedicated to educators at all levels of experience and across functional areas. Our goals are:

- A. To provide leadership to college student educators in the state of Maryland.
- B. To familiarize college student educators and other professionals with best practices and current trends leading to productive change and enhanced student learning.
- C. To provide a variety of professional development opportunities for college student educators.
- D. To serve as a catalyst for collaborations between college student educators and organizations concerned with college students.

Vision Statement:

MCPA strives to become a recognized exemplar among state affiliates of ACPA. Evidence of this association's vibrancy will be seen in consistently high levels of engagement and participation from college student educators across the state in all functional areas and various career levels.

Goal 1: Increase, Diversify, & Sustain Membership

Objectives:

- Build and maintain membership that represents the diversity of professional experience, functional areas, and institutions across the state.
- Increase the number of graduate student, community college, and senior student affairs professional memberships, as well as resources for these specific constituent groups.
- Assess the retention of members and increase new memberships by 15% annually.
- Periodically review services and resources that reflect the membership's needs according to membership assessments, program evaluations, and other resources of information. This will include a cost analysis of services in comparison of other state and regional associations every two years.
- Executive Board and other active members will purposefully reach out to connect and engage new members.

Goal 2: Increase Member Involvement

Objectives:

- The executive board and event chairs will purposefully define and communicate specific opportunities for members to become involved at varying levels of responsibility.
- Intentionally collect information about the programs/services/aspects of MCPA in which individual members have interest in becoming involved.

Goal 3: Offer High Quality, Affordable, & Financially Sound Programs

Objectives:

- Continue to use data to inform and improve program offerings.
- Create and implement a membership survey to address member needs.
- Collaborate with other organizations and entities on programming.
- Explore specifically designed programs/initiatives for graduate students, community college, and senior student affairs professionals.
- Pilot new programs and networking events based on member feedback and data.
- Invite ACPA leadership to participate in MCPA events and Executive Board meetings.

Goal 4: Maintain High Quality Electronic Communication & Resources

Objectives:

- Continue to publish and distribute a high quality e-newsletter according to schedule.
- Systematically explore the technology options, costs, and sustainability issues associated with maintaining a website that facilitates information sharing, membership processes, and event registration.
- Enhance resources provided on the website.

Goal 5: Clarify the Roles & Responsibilities of the Executive Board

Objectives:

- Improve the election and candidate recruitment process for the Executive Board to include a thorough overview of the job descriptions, level of commitment, and the training process for new Board members.
- Continue to enhance annual training and transition of Executive Board members.
- Engage past-presidents of MCPA in an effort to maintain relationships with seasoned leaders and provide insight to current MCPA initiatives.
- Revisit the composition of the Executive Board. Review its ability to focus on member resources and programming, as well as representing various constituent groups.
- Clarify the role of MCPA as a state division of ACPA, in lieu of the unification process.
- Identify potential collaborations and opportunities to share resources with other organizations concerned with college students and higher education.