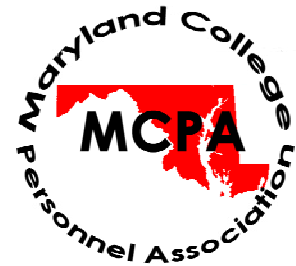


# Maryland College Personnel Association Strategic Plan 2007-2010



## **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 affect when approved by the membership in early 2007 and it is intended to remain in affect until Spring of 2010 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.

- 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.

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## **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.
- Reflect MCPA's commitment to diversity and multiculturalism through the creation, implementation, and assessment of the "MCPA Diversity and Inclusion Plan."
- Increase the number of graduate student 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.

*Approved January 2007*

## **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.
- Executive Board and other active members will purposefully reach out to connect and engage new and less active members.

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

### **Objectives:**

- Continue to use data to inform and improve program offerings.
- Collaborate with other organizations and entities on programming.
- Offer a spring event specifically designed for mid-level managers and above.
- Pilot new programs and networking events based on member feedback and data.
- Provide specific and numerous opportunities for members to be actively involved in program planning and implementation.

## **Goal 4: Maintain High Quality Electronic Communication & Resources**

### **Objectives:**

- Continue to publish and distribute a high quality e-newsletter according to schedule.
- Continue sending members bi-monthly e-mail updates from the president via the listserv.
- Systematically explore the technology options, costs, and sustainability issues associated with implementing a website that facilitates information sharing, membership processes, and event registration.

## **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 as an advisory council in an effort 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 governance structure change and implementation process.
- Invite ACPA leadership to participate in MCPA events and Executive Board meetings.
- Identify potential collaborations and opportunities to share resources with other organizations concerned with college students and higher education.