

SACSA Goals for 2014

Create long term stability for SACSA through membership and financial resources.

1. Membership

Reach 650 members (750 if possible) in 2014 by annual conference, followed by 750 in 2015, (use a strategic enrollment model for SACSA)

Outcome

Reached 656 members

Related Accomplishments:

- *Brand platform established – Membership*
- *Membership committee action plan established – Membership*
- *Year-round nonconference programming executed (3 webinars)- Non Conference Programming (Hosted 3 webinars including career services webinar; Published professional development six blog entries, written by various committee members, to the SACSA website; established a catalog of Professional Development opportunities on the SACSA website)*
- *Special outreach to recent graduates – president-elect*
- *Special membership offer to MMI and NPI participants - EC*
- *Renewal notices were sent – VP Marketing (Website)*
- *Follow up with members who have expired – VP Marketing (Website)*
- *Follow up with students after graduation – VP Marketing (Website)*
- *Increased exposure on social media and incorporated new platforms such as Instagram, Twitter, Facebook, and LinkedIn – VP Marketing (Social Media)*

2. Resources

- a. Increase sponsorship revenue by \$6,500 (Reach \$65,000 if possible)

Outcome 1

Sponsors for the conference totaled \$87,476 highest annual total for SACSA

- *Sponsors chair engaged EC and other members to help gain support from different sponsors*
- *New sponsor communication document was created for use explaining and defining levels of support*

Outcome 2

University of Louisville, Bellarmine, and Sodexo were engaged to support the conference saving the association an estimated \$30,000 in the conference budget with the opening reception and Past President's reception

- b. Assist Foundation with generating \$65,000 for its fundraising campaign

Outcome

Foundation led the association in acquiring \$37,000 in pledges and donations

3. Conference

Register 425 conference participants (465 would be great with the theme)

Outcome

521 registered

Related accomplishments

- *A strong publicity and recruitment campaign was initiated involving goals and leaders for each state – Conference Committee*
- *A new seminar was introduced for CSAOs – Past President*
- *A partnership with CPAK was initiated with an MOU – Conference Committee*
- *Increased exposure to Social Media by utilizing Social Media Campaigns – VP Marketing (social media)*
- *Faculty outreach to institutions outside the region in states neighboring Kentucky—Grad-Prep Liaison*
- *Grad Prep symposium completed its 3rd year with almost 180 in attendance.*
- *Increased collaboration with local universities such as University of Louisville and Bellarmine University*

Celebrate SACSA's 65 with Past Presidents and highlights of our history

Outcome

16 past presidents and life-time members attended the conference

Related accomplishments

- *Archives were gathered for highlights of SACSA history – Historian*
- *Past Presidents participated in panels and listening sessions and were celebrated at the opening session*

4. Other selected accomplishments

- *Bylaws, policies, and procedures revised – Member-at- Large*
- *New website went live – VP Marketing (Website)*
- *Developed new email templates – VP Marketing (Website)*
- *All accepted Journal articles published and published a double issue*
- *The CSAJ developed a logo and involved the membership in a “cover design” contest in their efforts to re-brand the journal*
- *Revised SACSA-Lert to reflect contemporary practices and apply feedback from members – VP Marketing (SACSA-Lert and Web)*
- *MMI generated \$11,866 in net revenue*
- *NPI generated over \$15,882 in net revenue and had over 70 members*

- *Established partnership with NASPA Region III to offer an assessment webinar series*

Items for possible exploration next year

1. Career services – executive mentor for mid-level managers and services throughout the year like resume review, etc.
2. SACSA's Newest and MAC – stay connected throughout the year. The people that are one year in are most vulnerable and these committees could make a real retention difference by staying connected with new members after the conference ends throughout the first year of membership
3. Continued sustained development with SSAOs
4. Ensure committee lists developed at the conference are acted upon and that talent development chair gets a copy
5. Continue to evolve community college participation and focus
6. Develop a communications and technology plan
7. Create alumni program for MMI and NPI at annual conference
8. Further develop year round career service programming including coaching and resume review
9. Consider a SACSA rebranding initiative
10. Clarify the role of membership committee and SACSA's Newest involvement
11. Clarify the faculty conference registration incentive for bringing graduate students
12. Challenging committees to develop a yearlong presence to help with membership retention
13. Review career center services provided
14. Continue to develop the depth and breadth of SACSA leadership to serve as committee chairs and EC
15. Develop a template for Resolutions
16. Develop an infrastructure related to committees and conference activities