



SEAHO Strategic Planning Report Updated February 2016

On July 22 and 23, 2013, the SEAHO Executive Board met for a strategic planning retreat. This report summarizes the good work accomplished.

A new mission statement was drafted:

SEAHO advances excellence in housing programs and staff by promoting best practices, networking, professional development and involvement opportunities.

A new vision statement was drafted:

We are the leading resource for the higher education housing industry in the southeast.

New values and descriptors were drafted:

- We are **inclusive**.
Being open to all people and perspectives allows us to have a greater positive impact.
- We are **connected**.
Sharing ideas, knowledge and resources is critical to the profession.
- We are **intentional**.
Our decisions and actions reflect our mission and vision.
- We value **collaboration**.
Recognizing that working together produces the best results.
- We emphasize **innovation**.
Our member needs are constantly changing with the academic landscape.
- We are an **ethical organization**.
Our actions are critical to member trust.

SEAHO Approach to Strategic Planning

- The Executive Board will be responsible for developing and maintaining mission, vision, and values.
- The Executive Board will set and maintain key broad, aspirational 3-5 year goals.
- The Executive Board will assign an individual “Champion” for each goal.
- For each goal, the Executive Board will develop 2-3 supporting 1-3 year strategies.

- Annually, the Executive Board will review goals and strategies and create new action steps in support of each strategy.
- Committees will annually “own” strategies that connect with their work. In that way, all committees will be directly and actively tied to the strategic plan.



Goal Targets

For goal setting efforts, the following issues/factors were considered most important. In other words, the Board felt that these items were most important to address in the Strategic Plan:

Most Urgent

- Communication – realistic expectations, services, involvement – how we connect with our members.
- Maximizing our people – their talent and commitment.
- Transitioning to a regional hosting model.
- Learning/Distance education – webinars, technology, etc.
- Addressing the financial model, particularly as it relates to the conference.

Secondary

- Engaging *all levels* of staff.
- Education opportunities (RELI, SEAHO report) opportunities.
- Committee membership management.
- Conference model and optimized benefits for members (travel expenses, cost, volunteer/leadership).
- Maximizing financial stability.
- Leverage member feelings that they belong and are valued.

The SEAHO Strategic Plan will:

- be a “living” organic process, being updated as learning occurs.

- include goals that are broad and aspirational, staying above the level of objectives or action steps.
- be concise and focused, avoiding a laundry list of “to do” items.
- be closely and rigorously in line with organizational mission.
- identify who is to be served and how they will be served.
- include the use of goal champions, not who necessarily “do” the work of the goal, but who make sure the goal gets the attention and resources that are appropriate.
- address real issues.

Goals and Strategies

Goal #1:

Champion: Ben Wicker

Make SEAHO more than a conference by providing meaningful opportunities for membership engagement and involvement.

Strategy 1A: Provide better structure for committees.

Strategy 1B: Make website more engaging for members year-round

Strategy 1C: Engage all levels of housing professionals.

Goal #2:

Champion: Kathy Hobgood

Develop a social media presence as a primary resource to achieving our mission.

Strategy 2A: Develop a cohesive philosophy and approach to the use of social media.

Strategy 2B: Assign technology committee liaisons to committees, state reps, and Governing Council.

Goal #3

Champion: TBD

Promote educational opportunities and resources to prepare leaders to meet the changing needs of the housing and academic landscape.

Strategy 3A: Structure the program committee to ensure representation of all functional areas

Strategy 3B: Develop a plan to create and promote educational webinars.

Strategy 3C: Use research to drive educational priorities.

The Executive Board assigned a champion to each of the five major goals. A goal champion ensures that the goal is given the attention and resources needed to be accomplished. The Board does not expect the goal champions to do all of the work related to the goals, but instead sees each as a goal facilitator, in need of a team to be accomplished.

Goal #4

Champion: Donna McGalliard

Maximize the effectiveness of the conference hosting model.

Strategy 4A: Validate existing assumptions associated with the regional hosting model (financial, organizational, communication, etc.).

Strategy 4B: Create guidelines for the composition of host committee to maximize involvement yet maintain effectiveness.

Goal #5

Champion: Countess Hughes

Leverage SEAHO's financial resources to support the mission and vision.

Strategy 5A: By July 2014 create a plan for maintenance of reserve fund.

Strategy 5B: By October, 2014 create a plan for maintaining and sustaining our annual operating budget.

Strategy 5C: By February 2015 develop a financial model that realistically reflects operating cost of annual conference.