

## **Southern Association for College Student Affairs 2015 - 2018 Executive Council Strategic Priorities**

**Each year, SACSA's Executive Council must establish the association's revenue and membership goals. The strategic priorities below should provide additional direction to the association's leadership as they develop their plans annually.**

1. Further Strengthen SACSA Membership Engagement
  - Develop recruitment and retention plan to maintain new members.
    - Aspirational States: Louisiana, Maryland, Texas, West Virginia
    - Geographic: Georgia, North Carolina, South Carolina
    - Retention: Kentucky and Virginia
  - Develop networking plan to ensure that new members understand SACSA's core values and member benefits.
  - Create opportunities to further engage senior student affairs officers.
  - Support member initiated learning communities for ongoing professional development across the association.
  
2. Further Strengthen SACSA Financial Infrastructure
  - Implement and administer new SACSA Financial Guidelines approved by the Executive Council in February 2015.
  - Promote innovation, entrepreneurialism and stewardship by cultivating three new revenue streams.
  - Partner with SACSA Foundation Board to complete Drive to 65 Capital Campaign.
  - Develop in-kind contribution plan for corporate and institutional partners.
  
3. Further Strengthen SACSA Organizational Infrastructure
  - Finalize Executive Director Transition Plan.
  - Engage Past Presidents and Life Time members in the work of the association.
  - Develop and implement policy advisory board to provide articles, programs and related updates to association members.
  - Maximize quality and consistency of the *College Student Affairs Journal*.
  - Evaluate commitment to and involvement in graduate student development.
  - Develop plan to serve undergraduate students considering careers in student affairs.
  - Strengthen membership pipeline for associational involvement and leadership.
  
4. Further Strengthen SACSA Name and Quality Recognition
  - Implement the recommendations from the 2015 Communication and Technology Taskforce Report.
  - Develop a new partnership/initiative with a nontraditional student affairs association annually.
  - Develop new SACSA Brand and Logo.

*Adopted: October 2015*