

**College Student Personnel Association of New York 2003-2005**

**GOAL 1: To Increase Membership through individual contact and attention from the CSPA leadership.**

<b>Objective</b>	<b>Action Plan</b>	<b>Responsible Person(s)</b>	<b>Anticipated Completion Date</b>	<b>Costs</b>	<b>Resources Person(s)</b>
A. Timely contact with new and renewed members	Provide lists of new members to project and regional coordinators and committee liaisons	Membership Chair	now & monthly	postage	VPs for PD
	Send regional welcome letter, make personal contact to gather info regarding interests	Regional Coordinators	upon receipt of information from membership chair	postage	VPs for PD
	Provide regular membership updates/lists	Membership Chair	at Board meetings	none	President
	Have board contact inactive members utilizing regular non-renew and membership lists	entire Executive Council and Advisory Board	ongoing	none	members at same inst. & President
B. Increase graduate student membership	Investigate incentives for graduate students to join association (free for one year?)	Grad. Student Rep. & ACPA Committee Liaison	February 2004	none	graduate faculty, Membership Chair, Crystal Circle
	Assign Exec. Council and Advisor Board members to contact each graduate program in the state (and provide outline for contact)	President	September 2003 (assign) February 2004 (complete)	travel	Grad. faculty, Crystal Circle
	Target marketing to Grad Programs for annual conference	VP for Conferences	Summer prior to conference	postage & copying	Grad. Rep ACPA Liaison
C. Follow-up with inactive institutions	Assign Regional Coordinators to contact past members at these institutions to seek info regarding lack of involvement	Membership Chair VP for PD	September 2003	none	President

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D. Develop membership marketing plan for and renewal and recruitment	Determine image and distinction and market the benefit/value of membership to current and perspective members	Membership Chair	June 2004 implement ongoing	unknown	Advisory Board
	Revise membership “application” and brochure (streamline with ACPA)	Membership Chair	ongoing	printing, design	President
	Increase communication between ACPA's and CSPA's Membership Chairs	President Membership Chair	ongoing	none	ACPA
	To monitor and maintain an accurate functional, and attractive web site	President	ongoing	\$25.00/mth.	Advisory Board
	Highlight members and programs in all areas of higher education	Newsletter editor RCs, web master	quarterly	none	Membership Chair
E. Analyze and utilize data from membership surveys	Review past membership surveys – and recommend program changes based on results	Membership Chair	June 2004	none	Marie Shuman
	Revise and distribute survey	Membership Chair & President	June 2007 distribute June 2008 complete	postage & duplicating	Advisory Board
F. Target programming	Offer and market a variety of different program topics to a wider variety of target audiences that appeal to various sectors of the profession	VPs for PD RCs	ongoing	varied	Advisory Board