

**College Student Personnel Association of New York State  
Strategic Plan 2005-08**

**Purpose of this plan:**

This Strategic Plan provides a broad, long-term framework primarily comprised of long-term goals and objectives intended to enable attainment of those goals. Within the framework of this strategic plan, each year's CSPA Board is encouraged to develop its own unique annual goals and objectives to meet the CSPA needs of a particular period. Such annual goals and objectives should support and be consistent with the mission, vision and long-term goals of CSPA and ACPA. Once annual goals are determined, those positions responsible will be asked to submit a timely plan of work to meet those goals/objectives to the presidential trio (President, President-Elect, Past-President) for review. It will be then sent to the board for endorsement.

**Mission Statement:**

The College Student Personnel Association of New York State, Inc., the first chartered state division of the American College Personnel Association, is a comprehensive professional student affairs organization. We are dedicated to fostering the development of our members; a diverse community of educators, students, and scholars within higher education.

**Vision Statement:**

CSPA is the foremost provider of innovative professional developmental opportunities for facilitators of student learning in higher education.

**Principles:**

In order to shape the future of the profession, we embrace these core principles, grounded in the tenets of Student Affairs, as well as the ACPA Ethical Standards.

**Innovation:** Forging new initiatives centered on student learning.

**Community:** Fostering a culture that respects and supports a shared responsibility to the profession, while encouraging individuality.

**Learning:** Nurturing a lifelong commitment to personal and professional development and inquiry.

**Inclusion:** Creating an environment that actively embraces and supports pluralism and diversity.

## **Strategic Plan Long-Term Goals, June 2006-2008**

**Goal 1:** To develop a “branding/image” plan to promote CSPA and its many opportunities.

### **Objectives:**

- Develop a membership plan for recruitment and renewal (image and distinction and market benefit/value of CSPA membership, revise application/brochure/CD).
- Conduct bi-annual membership surveys, examining needs of membership.
- Review, examine and redesign logo as deemed appropriate.
- Redesign website.
- Continue to evaluate and examine the CSPA organizational leadership structure. Determine if offices serve current CSPA needs. As deemed appropriate, assess and update responsibilities per office and review specifically the role of member-at-large and regional coordinators.

**Goal 2:** To develop a strategic professional development plan for our members through the creation and dissemination of high quality experiences and exemplary models of practice.

### **Objectives:**

- Assess the needs of our current members on an annual basis.
- Appoint a professional development team to work with the VP for professional development, to evaluate, develop and implement quality professional development programs/tracks based on the results/data.
- Develop collaborative relationships with other organizations for co-sponsorship of program opportunities.

**Goal 3:** To examine and research how CSPA can better utilize technology to enhance the efficiency and effectiveness of CSPA.

### **Objectives:**

- Re-design the website.
- Examine the feasibility of dedicated funds and/or an appointed position to serve as web master on the advisory board.
- Research software packages to keep the CSPA website inviting and current with technology trends.
- Explore the option of digitizing CSPA archives.
- Develop a plan to provide AV equipment to presenters at the annual conference.
- Create an action plan that best utilizes the website in promoting scholarship and research, online library/white papers, best practices, etc.

## **CSPA Annual Goals, 2005-2006**

**Goal 1:** To create a conference model that exemplifies good practice and diversity across student and academic affairs areas.

### **Strategic Objectives:**

- For the 2005 Annual Conference in Rochester, NY, increase attendance by 10%.
- Strategically solicit key student affairs educators to present keynotes and special presentations.
- Meet the diverse needs of our membership by soliciting programs that reflect our conference theme/ philosophical base from professionals who have significant experience, innovative ideas, and quality presentations.
- Create professional and intentional registration materials to attract members at all levels of the profession to attend the 2005 conference.
- Reintroduce the Chief Student Affairs Officers Symposium as a critical component to the annual conference.

**Goal 2:** To develop a clear and concise strategic plan for the next 3-5 years.

### **Strategic Objectives:**

- Hold meetings, “town forums” with membership as deemed appropriate, soliciting their feedback and insight to moving CSPA’s vision and mission forward.
- Reflect, revise and create a new mission, vision and value statement.
- Examine the current advisory board organizational structure ensuring it reflects the current needs and philosophies of the association.
- Develop clear and attainable goals/objectives for the 3-5 year plan.

**Goal 3:** To examine and review the current elected leadership and budget cycle.

### **Strategic Objectives:**

- Develop a uniform operational year for CSPA so that all cycles are the same (budget, leadership transition, conference and membership, etc).
- Appoint an Ad hoc committee to evaluate and examine the current CSPA organizational cycle.

**Goal 4:** To research and examine technological advances for CSPA.

### **Strategic Objectives:**

- Update the current website, making it more attractive and easier to navigate.
- Examine on-line applications for the conference, surveys, elections, resources, newsletter, etc.
- Examine a more cost effective and membership friendly credit card processing system.

**Goal 5:** To provide quality professional development opportunities focusing on diversity and pluralism.

**Strategic Objectives:**

- Create a common definition of what “professional development” means.
- Create “best practices” workshops/sessions, reaching out and attracting key presenters and keynotes to the annual conference and other programs, emphasizing our commitment to diversity.
- Develop one or more quality professional development opportunities that reflect and embrace our commitment to diversity.
- Develop an association award to recognize the efforts of a NYS CSPA member in the area of social justice.

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