

CSPA-NYS 2020: A Roadmap to Continued Success

A look at the 2017-2020 CSPA-NYS Strategic Plan



CSPA-NYS Mission & Vision

Mission:

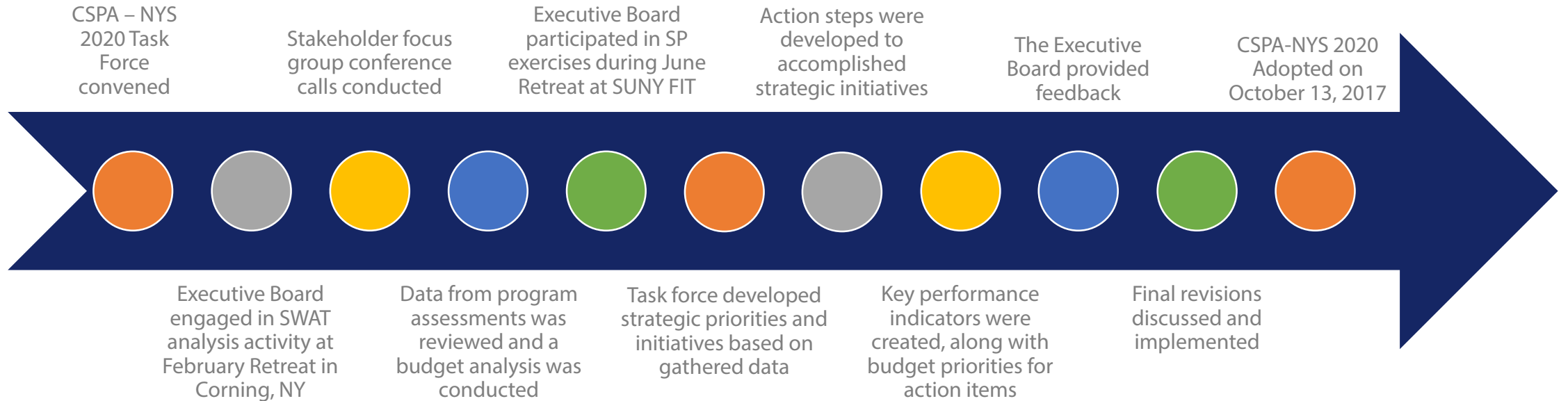
The College Student Personnel Association of New York State, Inc. is a comprehensive professional student affairs organization. We are dedicated to fostering the development of our members; a diverse community of educators, students and scholars within higher education.

Vision:

CSPA-NYS provides exceptional professional development programs and networking opportunities for graduate students, new professionals and mid-level managers in higher education in New York State, and strategically partners with a number of resources to deliver on this promise. Strategic partners and resources include senior student affairs leaders, faculty in higher education, prior CSPA-NYS Board members, business leaders, companies, and other student affairs related organizations.



CSPA-NYS 2020 Timeline



CSPA-NYS 2020

Five Strategic Priorities:

1. Constituent Engagement – Focuses on enhancing engagement of CSPA-NYS' multifaceted constituent groups
2. Association Communication & Identity – Focuses on strengthening the Association's communication practices and improving brand recognition
3. Excellence in Professional Development – Focuses on providing exceptional professional development opportunities for members
4. Diversity & Inclusion – Focuses on becoming a more diverse and inclusive organization
5. Organizational Excellence – Focuses on improving the functionality and intentionality of the Association to maximize efficiency



Strategic Priority 1: Constituent Engagement

Strategic Initiative 1.1 - CSPA-NYS will create and disseminate content through its communication channels that advances the Association's mission and vision

Action Step 1.1.1 - Create opportunities for engagement with Association partners (i.e. Faculty, SSAOs, and Educational Partners)

Action Step 1.1.2 - Utilize CSPA-NYS communication channels to highlight campaigns or organizations that are consistent with the Association's inclusion statement



Strategic Priority 1: Constituent Engagement

Strategic Initiative 1.2 - CSPA-NYS will develop and operationalize a new member recruitment plan

Action Step 1.2.1 - Develop a timeline and plan for new member recruitment efforts

Action Step 1.2.2 - Develop new marketing materials for recruitment initiatives

Action Step 1.2.3 - Develop a member recruitment incentive for current members

Action Step 1.2.4 - Establish new member welcome package

Action Step 1.2.5 - Develop and send letters to new professionals in the state

Action Step 1.2.6 - Perform cost analysis of annual recruitment program for maintenance effort



Strategic Priority 1: Constituent Engagement

Strategic Initiative 1.3 - CSPA-NYS will assess current membership fee structure and benefits

Action Step 1.3.1 - Review and assess current membership fee structure

Action Step 1.3.2 - Explore development and implementation of group discounts for multiple memberships from the same institution

Action Step 1.3.3 - Develop means of communicating membership benefits based on results of previous assessments/changes to fee structure

Action Step 1.3.4 - Explore graduate program memberships



Strategic Priority 1: Constituent Engagement

Strategic Initiative 1.4 - CSPA-NYS will increase mid-level manager opportunities for professional development and engagement in the Association

Action Step 1.4.1 - Develop targeted marketing plan and materials for Mid-Level Managers that highlights specific opportunities

Action Step 1.4.2 - Develop and send letter to Senior Student Affairs Officers to encourage support for Mid-Level Managers professional development

Action Step 1.4.3 - Seek out and collect data on Mid-Level Managers expertise for engagement as presenters at Association professional development programs

Action Step 1.4.4 – Seek out and collect Mid-Level Managers' expertise for engagement in a potential speaker showcase available to members



Strategic Priority 1: Constituent Engagement

Strategic Initiative 1.5 - CSPA-NYS will enhance member interaction, satisfaction, and engagement

Action Step 1.5.1 - Develop and implement member tutorial on Membership Works

Action Step 1.5.2 - Develop opportunities for member engagement on social media and other platforms

Action Step 1.5.3 - Create exit/renewal surveys to collect data on member satisfaction and dissatisfaction

Action Step 1.5.4 - Develop and implement regular membership feature/highlights

Action Step 1.5.5 - Develop and implement Executive Board member spotlight

Action Step 1.5.6 - Review the ways in which the Association seeks out and utilizes volunteers and how those volunteers are recognized for their commitment

Action Step 1.5.7 - Develop recruitment efforts that are reflective of diverse geographic/regional areas and functional areas within Higher Education in New York State



Strategic Priority 2: Association Communication & Identity

Strategic Initiative 2.1 - CSPA-NYS will enhance communication practices and increase brand recognition

Action Step 2.1.1 - Maintain a consistent communication schedule

Action Step 2.1.2 - Create and implement communication plans for all CSPA-NYS initiatives

Action Step 2.1.3 - Create standards for the timely removal of past members from contact lists

Action Step 2.1.4 - Create a process for communication with Association Partners (i.e. Faculty, SSAOs, Educational Partners)

Action Step 2.1.5 - Implement a social media team to review and respond to content on Association social media platforms in a timely manner

Action Step 2.1.6 - Explore use of social media communities for virtual idea sharing



Strategic Priority 2: Association Communication & Identity

Strategic Initiative 2.2 - CSPA-NYS will maintain and promote a recognizable, professional brand

Action Step 2.2.1 - Conduct a review and update of the communications manual on branding standards and develop a quick guide for other stakeholders

Action Step 2.2.2 - Train all board members on brand standards

Action Step 2.2.3 - Train all Annual Conference committee chairs and professional development chairs on brand standards

Action Step 2.2.4 - Explore increased access to design software

Action Step 2.2.5 - Explore engagement of contracted graphic designer

Action Step 2.2.6 - Increase inventory of CSPA-NYS related photographs that can be used in electronic communications

Action Step 2.2.7 - Explore opportunities to purchase nametags and business cards for Executive Board members

Action Step 2.2.8 - Utilize CSPA-NYS communication and brand standards when communicating on behalf of the Association

Action Step 2.2.9 - Explore the sale of CSPA-NYS branded merchandise



Strategic Priority 3: Excellence in Professional Development

Strategic Initiative 3.1 - CSPA-NYS will develop an outcomes-driven plan for the development and delivery of intentional professional development offerings

Action Step 3.1.1 - Develop more purposeful alignment between conference and other professional development offerings

Action Step 3.1.2 - Evaluate and benchmark comparable competency frameworks that other professional organizations utilize

Action Step 3.1.3 - Adopt and utilize a competency framework for professional development offerings

Action Step 3.1.4 - Review and continue to develop individual program assessment measures that provide indicators of membership professional development needs

Action Step 3.1.5 - Continue to evaluate professional development offerings to ensure that identified membership needs are being met



Strategic Priority 3: Excellence in Professional Development

Strategic Initiative 3.2 - CSPA-NYS will develop purposeful partnerships that enhance educational opportunities for our members

Action Step 3.2.1 - Develop relationship and means of communication with State department of Higher Education and SUNY Central about New York State specific issues

Action Step 3.2.2 - Explore opportunities to partner or cross promote state events (PA, NJ, VT, MA or Ontario/Quebec) with states/provinces that border NYS with an eye toward building relationships

Action Step 3.2.3 - Conduct an audit and develop a contact list of other higher education-related professional development groups (i.e. functional area related, higher education private institution consortiums) within New York State in order to explore potential partnerships

Action Step 3.2.4 - Cultivate partnerships with Senior Student Affairs Officers by inviting them to present, to utilize their campuses for professional development events, and to serve as mentors to members

Action Step 3.2.5 - Further cultivate partnerships with higher education and student affairs graduate programs, specifically with Chairs of such programs



Strategic Priority 3: Excellence in Professional Development

Strategic Initiative 3.3 - CSPA-NYS will become a central resource for professional development and education across New York State

Action Step 3.3.1 - Develop a clearinghouse for identifying speakers, experts, vendors in New York State

Action Step 3.3.2 - Explore and implement access to digital modes of professional development

Action Step 3.3.3 - Explore and create means of "storing" or archiving resources

Action Step 3.3.4 - Respond to and provide information/training on state specific issues and current events that affect higher education

Action Step 3.3.5 - Critically reflect on current professional development offerings and create new offerings when needed to ensure membership needs met within framework developed

Action Step 3.3.6 - Explore the development of a practitioner publication, driven by member submissions

Action Step 3.3.7 - Enhance awareness of and submissions to the New York State Journal of Student Affairs

Action Step 3.3.8 - Evaluate effectiveness of the scheduling and format of and opportunities for growth of annual conference



Strategic Priority 4: Diversity & Inclusion

Strategic Initiative 4.1 - CSPA-NYS will define its commitment to diversity and inclusion as an Association

Action Step 4.1.1 -
Review and revise CSPA-
NYS Diversity and
Inclusion Statement

Action Step 4.1.2 -
Adopt operational
standards that assist in
meeting commitment to
diversity and inclusion



Strategic Priority 4: Diversity & Inclusion

Strategic Initiative 4.2 - CSPA-NYS will evaluate all association materials, communications, programs and practices to ensure inclusiveness

Action Step 4.2.1 - Review and revise membership and recruitment materials

Action Step 4.2.2 - Review and revise website to reflect the diversity and inclusiveness of the Association

Action Step 4.2.3 - Review and revise the Association's assessment practices to ensure they utilize language that is inclusive of the diversity of the Association

Action Step 4.2.4 - Review and establish an inclusive board recruitment process, including targeted recruitment strategies



Strategic Priority 4: Diversity & Inclusion

Strategic Initiative 4.3 - CSPA-NYS will develop and implement inclusive strategic recruitment efforts

Action Step 4.3.1 - Identify affinity groups and partner organizations that will increase CSPA-NYS' diversity and inclusion

Action Step 4.3.2 - Strategically partner with affinity groups and other organizations to attract and retain a more diverse membership

Action Step 4.3.3 - Develop and implement targeted recruitment strategies to increase diversity and inclusion of general membership

Action Step 4.3.4 - Explore and consider establishing CSPA-NYS member liaisons to diverse groups/organizations

Action Step 4.3.5 - Review current membership data and identify targeted recruitment areas that would advance the Association's diversity and inclusion membership

Action Step 4.3.6 - Create an annual recruitment plan

Action Step 4.3.7 - Establish annual evaluation process to assess recruitment efforts

Action Step 4.3.8 - Implement recruitment plan



Strategic Priority 5: Organizational Excellence

Strategic Initiative 5.1 - CSPA-NYS will improve the effectiveness of the E-board, in individual positions and as a unit

Action Step 5.1.1 - Create and implement onboarding process for new/changing E-board members

Action Step 5.1.2 - Review current standing committee structure for effectiveness and necessity

Action Step 5.1.3 - Develop board expectations for individual positions and the group as a whole

Action Step 5.1.4 - Assess annually the effectiveness of the board in achieving overall efficacy and job/board expectations

Action Step 5.1.5 - Explore standardized position reports and association annual report format



Strategic Priority 5: Organizational Excellence

Strategic Initiative 5.2 - Collect and use data to make informed decisions regarding direction of CSPA-NYS

Action Step 5.2.1 - Determine annual assessment philosophy and strategy (including what, why, and how the data is being used) that the Board will utilize to inform decisions

Action Step 5.2.2 - Explore appropriate oversight of assessment practices within the Association

Action Step 5.2.3 - Develop a report to membership regarding annual assessment



Strategic Priority 5: Organizational Excellence

Strategic Initiative 5.3 - Design practices and procedures to ensure responsible financial stewardship

Action Step 5.3.1 - Establish financial procedures for CSPA-NYS

Action Step 5.3.2 - Determine budgetary approach, including use of surplus funds

Action Step 5.3.3 - Explore best practices of sharing financial information with membership



Strategic Priority 5: Organizational Excellence

Strategic Initiative 5.4 - Enhance the fairness and transparency of the elections and appointments process

Action Step 5.4.1 - Create an ad-hoc committee to review current process (including nomination questions) and make recommendations for improvements

Action Step 5.4.2 - Develop materials for nominees/candidates to more fully understand the commitment (time, money, etc.)

Action Step 5.4.3 - Assess the elections process alongside current association bylaws for efficacy and board needs



Strategic Priority 5: Organizational Excellence

Strategic Initiative 5.5 - Improve CSPA-NYS' utilization of technology for overall effectiveness

Action Step 5.5.1 - Explore tools to enhance effectiveness of board communication for meetings/ongoing projects

Action Step 5.5.2 - Create a standardized practice that ensures security and confidentiality of financial and elections information

Action Step 5.5.3 - Create a standardized practice related to transitioning technology access (i.e. Google Drive/Email Accounts)



Questions

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