2019-20 STRATEGIC PLAN
3rd Quarter Report to the Board (January-March)
March 13, 2020

Not Started
In Progress/Ongoing
Completed

Area I: Membership

a. **Goal: Raise value by better connecting members to their benefits**
   1. *Explore cost benefit of ACCCA App for push notifications—**Status?** **Not Started***
   2. *Assess value of retired membership & make recommendations for improvement—**Status?** **In progress. Survey to be drafted to gather data on value. Report results to Board in June.***
   3. *Assess value of business membership model & establish guidelines for Mutual Benefit Agreements—**Status?** **In Progress. Survey drafted to go to current business members. Report results in June.***
   4. *Explore ways to better leverage social media; quantify staff time to sustain this—**Status?** **In progress. Jim Lancaster is taking point on re-establishing ACCCA's Linked In account. Instagram activated at 2020 Conference. Board needs to consider maintaining activity pending assessment of staffing necessary to maintain.***

b. **Goal: Increase membership by 15% (174 members) in 2019-20**
   1. *Plan 4 Regional Events in 2019-20 as recruitment forums—**Status?** **Complete! Schedule for regional events [single topic] publicized. Other topics to be considered.***
   2. *Establish an Affiliate Event calendar of engagement and use Board members where possible—**Status?** **Complete. Affiliate Engagement Spreadsheet established, updated annually based on budget allocations. Updated at each Board meeting.***
   3. *Establish a process with RMC to review annual retention stats and set goals by region—**Status?** **Not started. Will calculate as of 6/30 and set goals for the Board's review in September 2020.***

Area II: Organizational Structure and Operations

a. **Goal: Strengthen structure, operation and fiscal vitality**

1. *Develop a code of conduct with an equity focus for the Board—**Status? Not started. No plan is currently in place. Consider forming an Ad Hoc Committee of members to address.***

2. *Revise existing Statement of Ethics to include a defined focus on equity practices/gender roles and widely publicize to members—**Status?** **Not started. Ad Hoc committee to be formed.***

3. *Draft operational guidelines for the replacement of key staff by 6/30/2020--**Status? In Progress. An outline is in place and additional development will be through the policy and procedures committee. Completion may be moved to 2021.***

4. *Collaborate with ACHRO to establish a select committee on Administrative Standards and Practices to address concerns in areas of administrator on boarding; hostile environments [i.e., "Administrator Bashing"] and model gender/equity practices. Widely publicize resulting documents to members and affiliates—**Status:** **In progress. Initial conversations with ACHRO leadership indicate they are interested in working with us on the "standards and practices" concept. Completion targeted for 2021.***

5. *Review the existing member dues structure and recommend change where appropriate. **Status:** **Completed! New dues structure and adjustment approved by the Board in September for July 1 2020 implementation.***

6. *Explore outside funding to replace the Association's member database and web site.* **Status? Not started.**

Area III: Professional Development

a. **Goal: Sustain and strengthen core programs over the next five years [by 2024]**

1. *Address succession planning for key roles in planning and deployment, subject matter experts and presenters for core programs—**Status? In progress and ongoing. The MDC has formed a content review team that will be added to the existing commission structure. The purpose of the team is to assess, vet and recommend content and speakers across programs. Expect this team to begin meeting post conference to incorporate evaluation data into overall program assessment.***

b. **Goal: Nurture and support members throughout their career with targeted training and networking**

1. *Address capacity issues by defining and adapting "Admin 150" content and incorporating it in regional events and webinars—**Status? In progress. The MDC***

make a concerted effort to incorporate "Admin 150 topics" in the current set of Regional Events. These topics are documented and their inclusion in existing and future programs will be overseen by the content team.

2. *Review existing Affiliate Conference engagement plan for inclusion of additional statewide and regional groups and collaborate with selected groups on post and pre conference workshops—Status?* **In progress. Engagement plan approved by the Board in September. Plan to assess the success/challenges with this approach in June and annually thereafter.**

Area IV: Advocacy for Legislative and Regulatory Improvement

a. **Contribute to a legislative and regulatory environment that supports members and contributes to the system**

1. *Continue to address parity in post-retirement options through collaboration, negotiation and possible legislation—Status?* **Ongoing. CFLA continues to monitor this issue to leverage any opportunities that emerge.**

2. *Work within the Administrative Leadership Council to collaborate and build consensus on administrator priorities. Address these issues in Consultation as appropriate and widely publicize progress to members and affiliates—Status?* **Ongoing. ACCCA continues to participate and weigh in on issues through the work of the ACCCA Advocate, the CFLA and in Consultation. We collaborate with other organizations as opportunities arise. We report progress on all fronts as appropriate through the weekly updates and now the newsletter.**

3. *Explore social media as a way to inform and engage members on issues of concern regarding policy, standards and practices, legislation and budget advocacy—Status?* **Not started. No plan currently in place to address this item.**