

2019-20 STRATEGIC PLAN

1st Quarter Report to the Board (July-Sept)

Sept. 12, 2019

Not Started

In Progress/Ongoing

Completed

Area I: Membership

- a. **Goal: Raise value by better connecting members to their benefits**
 1. Create a regular column in the newsletter to profile individual benefits—**Status?** *DONE—comes off the list.*
 2. Explore cost benefit of ACCCA App for push notifications—**Status?** **Not Started**
 3. Assess value of retired membership & make recommendations for improvement—**Status?** **In progress.** *Survey drafted to gather data on value.*
 4. Assess value of business membership model & establish guidelines for Mutual Benefit Agreements—**Status?** **Not started**
 5. Explore ways to better leverage social media; quantify staff time to sustain this—**Status?** **In progress.** *Jim Lancaster is taking point on Linked In; Facebook is out.*

- b. **Goal: Increase membership by 15% (174 members) in 2019-20**
 1. Plan 4 Regional Events in 2019-20 as recruitment forums—**Status?** **In progress.** *Topic for four regionals is developed, first event is scheduled for the Conference and three subsequent dates are set, locations to follow.*
 2. Establish an Affiliate Event calendar of engagement and use Board members where possible—**Status?** **In progress.** *Draft to Board on 9/12.*
 3. Establish a process with RMC to review retention stats and set goals by region—**Status?** **In progress.** *This is framed out and on the October 8 RMC agenda.*

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.**
 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? **Not started***
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.** **Conversation is started with Diane Fiero who currently serves as ACHRO president on three fronts related to this task.***
5. *Review the existing member dues structure and recommend change where appropriate. Status: **In progress.** **On the 8/28 PPC agenda for first review. PPC analysis will go to the Finance Committee for further action this year.***
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 is forming 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.***

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 is reviewing Admin 150 topics for inclusion.***
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 on 9/12 board agenda for review. Relative to affiliate participation pre or post ACCCA Conference, or soliciting them to bring their spring meetings to ACCCA, we need to build this into our advance planning so that sufficient space is contracted to facilitate that opportunity.***

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. 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**.*