

ACCCA STRATEGIC PLAN

REPORT TO THE BOARD

3-15-2019

No changes to the plan since I last reported in January, however some consideration of how we will work with the plan and update it in June should be discussed. The plan currently represents four areas:

1. Membership
2. Operations
3. Professional Development
4. Advocacy

Membership Goals:

- A. Raise the value of membership—tasks/status
 - **Conduct a benefit review.** Completed/resulted in changes to member survey and task becomes an annual activity of the RMC.
 - **Develop a communications map.** Documented essential communications via google calendar, constantly evolving, preparing a graphic/visual representation of the map for members in June.
 - **Reframe Newsletter & Relaunch.** Loss of staff requires us to contract out design and process so it can become a staff function in the future.
 - **Retired Members.** Review/update current benefits for retired members and develop a plan to regularly leverage retired members as volunteers.

I would propose adding an additional task for business members as it relates to Mutual Benefit Agreements.

- B. Increase membership in ACCCA by 3% year to year.

With this goal, we began by setting it at 51% of all administrators as ACCCA members by 2021. In review last June we reset that goal to a 3% year over year measured growth. Based on our number of members last June, we would have needed to increase membership by 32 net new members to achieve 3% and currently we are at 55 net new members. This may go up or down by June 30, but I would propose raising the year to year growth to 5% in 2019-20.

A task related to this goal was to establish regular Regional Events to serve as recruitment platforms. While we were successful in holding one event in 2018-19, they are by no means “regular” yet. We need to extend this task out by a couple of years to ensure a solid process for creating the events and ensuring they are successful. Regional Events can also be a launch pad for Admin 150 topics that focus on management skills.

Organizational Structure and Operations Goal:

- A. Strengthen Structure, Operation and Fiscal Vitality
 - **COMPLETED:** Board Structure Review. Resulted in expanding the board to accommodate more technical administrators.
 - **COMPLETED:** Formalized process for on boarding and leveraging new volunteers
 - Board development opportunities
 - Succession Planning
 - Multi-year budget projection process
 - Review dues structure
 - Fully implement the marketing plan

Professional Development for Members, Administrators and Managers of the CCCs

- A. Assist members in creating a personal pathway to professional success
 - There are no tasks associated with this goal. We need to quantify what this is.
- B. Nurture and support members throughout their professional career
 - Explore capacity and sustainability issues in core programs
 - Document standardized vetting processes
 - **COMPLETED:** Establish guidelines and content for Regional Events

Advocacy for Legislative and Regulatory Improvement

- A. Contribute to a legislative and regulatory environment that supports members and the system
 - **COMPLETED AND ONGOING:** Collaborate with RMC to get feedback on regulations etc. from campuses
 - **COMPLETED AND ONGOING:** Work within the Consultation Council and Administrative Leadership Council to collaborate on ACCCA priorities
 - Address member needs through advocacy as well as a variety of approaches [tool kits, webinars, position papers and regulatory changes]