



## NASPA 2 Strategic Plan: 2018-2023

**Mission:** *To connect members of the regional student affairs community in professional development efforts that build competencies and creates networks to share the rewards and challenges of educating college students.*

**Vision:** *NASPA Region II is the premier regional source for student affairs professional development that connects current and future practitioners and faculty of the field.*

### Core Values:

- Knowledge
- Leadership
- Mentorship
- Collaboration
- Advocacy
- Community
- Equity
- Inclusion
- Innovation
- Learning

### Guiding Framework

- Membership
- Educational Programs
- Resources

### Regional Imperatives

- Take stock of our **members' perceptions** of their NASPA experiences; particularly as it relates to NASPA2.
- Focus on providing the very **best and inclusive educational programming** opportunities for NASPA2 members across existing platforms including, but not limited to: Regional Conference, Mid-Managers Institute, Careers in Student Affairs Conference, Knowledge Communities, networking events at the annual conference, etc.
- Ensure student affairs professionals throughout NASPA2 are **aware of and benefit from** NASPA membership and engagement opportunities.
- Identify **revenue-generating strategies** (vis a vis the Regional Conference) to ensure NASPA2's long-term financial solvency.
- Employ a **comprehensive evaluation** (assessment) strategy of regional programs in order to provide the best data to inform decisions, and improve these programs and services.

## Strategic Goals & Action Steps

1. ***Focus on Our Future*** - Expand access for undergraduate students, graduate students and new professionals to NASPA2 programs, services and activities.
  - a. Provide conference scholarships to graduate students and new professionals to attend the region's annual conference;
  - b. Organize no/low-cost year-round networking opportunities throughout the region through state-level programming.
  - c. Expand regional connections with other local professional associations to increase exposure to non-members and to provide more opportunities for current members to engage in more professional development opportunities.
  - d. Build a sustainable regional communication strategy that focuses on clear and consistent messaging through various channels including but not-limited to: recurring newsletters, web updates, and social media.
  
2. ***Prepare Professionals to Lead*** - Introduce high-impact professional development opportunities for Student Affairs professionals throughout NASPA2.
  - a. Expand opportunities for professionals to be engaged with career advancement and professional readiness training at each level:
    - i. Graduate & New Professional
    - ii. Mid-Level/Mid-Manager
    - iii. Senior Student Affairs Officer
    - iv. Faculty
  - b. Provide opportunities for professionals to build skills and knowledge surrounding issues of diversity, equity, and inclusion.
    - i. Define a position on the Regional Advisory Board to support and enhance diversity, equity, and inclusion efforts throughout the region.
    - ii. Introduce a Diversity, Equity, and Inclusion track at the regional conference to intentionally identify sessions that support and promote this work
    - iii. Expand virtual offerings such as Lunch & Learns and an "In The Moment" series to ensure right-on-time support and resources for professionals to lead advocacy and support efforts on their home campuses.
  
3. ***Innovate Our Work*** - Provide opportunities to discover and discuss new and innovative strategies that challenge traditional standards of practice as a way to contribute to the evolution of the Student Affairs profession.
  - a. Introduce an ongoing NASPA2 "senior student affairs officer roundtable" in conjunction with our expanded SSAO Institute at the Regional Conference;
  - b. Provide timely information on state and national policies that impact our campuses and our students;
  - c. **Facilitate and promote innovation surrounding the next five years in higher education to meet the needs of a post-Covid world.**
    - i. Establish a Spotlight Series to provide trainings and best practices

- surrounding new technology
  - ii. Facilitate virtual learning opportunities to discuss a post-COVID era and how to support Student Affairs Professionals and students through hybrid work and online education.
4. ***Commitment to Community Colleges and Two-Year Institutions*** - Develop and deliver programs focused on supporting student affairs work at community colleges and two-year institutions throughout NASPA2.
- a. Establish a NASPA2 Community College Institute;
  - b. Ensure representation from community college and two-year institutions on the Regional Advisory Board and Regional Conference planning committee.
    - i. Build targeted outreach to professionals at Community Colleges to recruit them for volunteer opportunities within NASPA.
  - c. Develop a Community College and 2-Year Institution strategy to inform how we move forward in this space as a Region
    - i. Identify a working group that will develop key metrics and goals related to serving professionals at Community Colleges.