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 NAPSA2.
- 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.

Last updated: December 16, 2021
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.