



# STRATEGIC INITIATIVES 2016-2018

*The Region III Board of Directors strives to ensure that national initiatives inform our regional activities and find expression in our ongoing growth, development, and contributions as student affairs professionals. We carry out our regional activities through conferences, institutes, publications, technology, networks and other opportunities that promote personal and professional learning and collegiality. All are designed to help us work efficiently so we engage in state-of-the-art practices that promote organizational effectiveness and student learning and development. These initiatives were developed after more than a year of feedback and data collection from Region III members and the Board of Directors. These seven initiatives carry equal importance to the Region.*

## PROFESSIONAL DEVELOPMENT

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*Provide exceptional and geographically accessible professional development opportunities*

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- Conduct a comprehensive review of regional professional development programs to ensure fiscal success, broad access, and affordability.
- Appoint a team to review how our partnership with SACSA affects professional development within Region III.
- Provide new mechanisms of support for State Directors to bring relevant and timely professional development opportunities.
- Establish accessibility standards for professional development programs (i.e. closed captioning at programs).

## SOCIAL JUSTICE

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*Demonstrate leadership in inclusion and social justice initiatives.*

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- Honor the history of Region III by celebrating the foundation of our profession.
- Create new awards to recognize excellence in social justice programming and research.
- Prioritize programming at conferences and create signature programs that address each initiative.
- Appoint a task force to review how Region III can better serve professionals working at historically Black colleges and universities.

## GRADUATE PREPARATION

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*Serve graduate students and faculty in regional activities*

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- Improve the conversion of graduate students to professional members.

Conduct a review of graduate students and faculty members about meeting their needs in the region.  
Use the State Directors to coordinate connection and support to graduate programs.

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## **STATE AND LOCAL NEEDS**

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*Harness the State & Country Directors to assist with membership and response to local issues*

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Appoint the Membership Director to coordinate the work of the State Directors.  
State & Country Directors should explore setting up boards to increase volunteerism and response to local issues and needs.  
Advance and connect the work of the Public Policy Division with the State Directors.  
Appoint a task force to address serving community college professionals.

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## **REGION III CONNECTIONS**

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*Create a stronger brand for Region III to facilitate connection, networking and loyalty*

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Create web content and resources to help members make the most of their membership.  
Engage and celebrate members through the use of social media.  
Create messaging and branding materials for Region III and incorporate them into regional marketing efforts.

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## **ENGAGEMENT**

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*Develop a pipeline for leadership and volunteer engagement*

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Advance new ideas to recognize the work of those in the region.  
Create Innovation Grants to pair with Scholarship Grants to recognize excellence and best practices.  
Maintain a commitment to transparency in recruiting all volunteer positions.

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## **GLOBAL PARTNERS**

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*Cultivate deeper partnerships with international partners*

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Focus on developing meaningful relationships with countries noted as Region III partners – Armenia, Bulgaria, Japan, Kenya, South Africa and Taiwan.  
Recruit country directors to serve on the Board of Directors.