



Strategic Plan 2016 – 2018

Strategic planning team (2012-2014)

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Assessment & Strategy Team (2014-2016)

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Dr. Angela Batista, Member
Dr. Joel Pérez, Member
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Preamble:

In the fall of 2012 the process of crafting a three year strategic plan commenced. This three year strategic plan was implemented after approval at the March 2014 National Conference in Baltimore, Maryland. This process was led by Dr. Joel Pérez and Dr. Sara Mata at the request of the LKC Co-Chairs, Dr. Angela Batista and Dr. Terry Mena. What follows is the culmination of the work that began with identifying and naming the LKC core values at the 2013 national conference in Orlando, Florida. The committee then refined the values into three larger areas that effectively encompassed all the feedback received. Those areas are the following:

- Advocacy
- Comunidad
- Development

After this process was complete the strategic planning committee then began work on drafting the strategic plan based on the values identified. This included receiving feedback from the LKC leadership team as well as others that the committee sought feedback from.

At the 2015 National Conference, NASPA released an updated Strategic Plan to carry the organization until 2018. The LKC leadership team updated the LKC Strategic Plan to align with changes adopted by NASPA's National Strategic Plan. The LKC values remained the same and were once again used to guide the framework of the LKC Strategic Plan. These changes were adopted by the membership in May of 2016.

Advocacy:

Advocacy has always been a necessity for the LKC, however, now more than ever it is imperative our voice is heard. The LKC will continue to identify key issues and recommend solutions. The LKC is committed to develop our members so they feel empowered to speak up and advocate for the Latinx/a/o agenda. Advocating for the knowledge community and our students at the national and regional level is at the core of the LKC's mission and purpose.

Comunidad:

The LKC places great importance on continuing to build "la familia" and ensure that we are inclusive and welcoming to all our members to feel at home. Providing networking opportunities and encouraging members to socialize and interact at the regional level and the National Conference to increase the familial feeling throughout the year. Providing drive-in conferences or quarterly tele-conferences may be ways to discuss issues and assist in ensuring comunidad grow. Networking and promoting connections will assist in future advocacy needs for our comunidad.

Development

The priorities of the LKC include mentorship, scholarship and leadership, all related to personal and professional development. The LKC fosters mentoring related to personal life choices as well as professional decisions and opportunities. Scholarship is a priority of the LKC sharing insight regarding persisting through higher education, promote graduate school programs, as well as supporting continuing education and learning of professional development. In addition,

the LKC encourages the production and consumption of research on the Latino population and experience in order to better serve the needs of Latinx/a/os in higher education. Lastly, the LKC provides key opportunities and creating pathways supporting members to seek and serve in a variety of leadership positions both within NASPA as well as in other higher education associations.

Strategic Plan:

What follows is the Strategic Planning Committee believes to be initiatives and tactics that will allow the LKC to enact our values and move our KC forward. A majority of our initiatives are tied directly to NASPA's strategic plan as we believe it is central to working alongside our NASPA colleagues.

Advocacy:

NASPA Strategic Goal 2: Generate scholarship and disseminate knowledge that supports evidence-based, innovative, inclusive, and socially just student affairs practices.

NASPA SP Objective 2.5: Use data to forecast trends, develop innovations, and highlight effective student affairs practice.

LKC SP Strategy 2.5.1: Expand the creation of Regional Snapshots to understand and best support the Latino population in Higher Education.

LKC SP Tactic 2.5.1.1: Support all Regional Representatives to create Snapshots regarding the Latino population in their region based on the current template.

LKC SP Tactic 2.5.1.2: Based on population increases within each Region develop innovations to best support the Latino population in the educational pipeline.

LKC SP Strategy 2.5.2: Develop a taskforce promoting gender inclusive practices and culture with events and programs welcoming all members.

LKC SP Tactic 2.5.2.1: Survey membership of NASPA regarding the use of the term 'Latinx' to be discussion of potential future implications.

NASPA Strategic Goal 3: Lead public policy and advocacy efforts that shape the changing landscape of student affairs within higher education.

NASPA SP Objective 3.1: Expand NASPA's leadership role in critical issues of public policy affecting students and higher education.

LKC SP Strategy 3.1.1: Assert the LKC's leadership role within NASPA on critical issues of public policy affecting Latinx/a/o students, staff (professionals) and faculty.

LKC SP Tactic 3.1.1.1: Appoint a Public Policy Chair to the LKC National Leadership Team after the March 2016 Conference.

LKC SP Tactic 3.1.1.2: Create an LKC Public Policy Committee.

LKC SP Tactic 3.1.1.3: Develop a comprehensive position description for the Public Policy Chair.

NASPA SP Objective 3.2: Identify, advocate, and communicate a public stance on

critical policy issues in higher education.

LKC SP Strategy 3.2.1: Create an opportunity for LKC leadership and members to be made aware of, discuss, and strategize about critical public policies impacting Latinx/a/os in Higher Education.

LKC SP Tactic 3.2.1.1: Add a section of the “Third Thursday” email that shares about changes/updates to various public policy impacting Latinx/a/os in higher education so that national awareness and solidarity is promoted.

LKC SP Tactic 3.2.1.2: Create an opportunity at the National Pre-Conference for relevant public policy to be discussed and strategized about both regionally and nationally.

LKC SP Tactic 3.2.1.3: Use the LKC blog as a means of discussing relevant public policy changes and methods for response.

NASPA SP Objective 3.3: Build capacity among members to understand, adapt to, and influence public policy within their institutional role.

LKC SP Strategy 3.3.1: Provide resources and opportunities for LKC members to discuss the effects of current public policy within their Region and State.

LKC SP Tactic 3.3.1.1: Build capacity of Regional Representatives to understand current public policy and its effects on the Latino population.

LKC SP Tactic 3.3.1.2: Encourage Regional Representatives to host conference calls, webinars, and/or drive-ins in which they facilitate dialogue on how LKC members can best influence public policy within their institutional role.

NASPA SP Objective 3.5: Generate strategies and advocate for policies that address barriers to student success.

LKC SP Strategy 3.5.1: Increase opportunities for student affairs professionals to learn within NASPA about Latino specific issues at community colleges.

LKC SP Tactic: 3.5.1.1: Collaborate with the NASPA Community College Division (CCD) Latino Task Force to host a half-day pre-conference or extended workshop at the 2017 NASPA Conference to focus on educating NASPA members on the specific issues facing Latino students at community colleges.

LKC SP Tactic: 3.5.1.2: Share best practices on serving Latino students at community colleges during the 2017 NASPA Conference.

LKC SP Tactic: 3.5.1.3: Encourage Regional Representatives to include community college representatives on their leadership teams.

Comunidad

NASPA Strategic Goal 1: Deliver dynamic, innovative, and timely professional development and volunteer engagement opportunities to build the leadership capacities and effectiveness of student affairs professionals.

NASPA SP Objective 1.1: Enhance and increase member engagement and volunteer pathways in leadership and governance throughout the association.

LKC SP Strategy 1.1.1: Strengthen the Regional families.

LKC SP Tactic: 1.1.1.1: Build the capacity of Regional Representatives so they are confident in leading their regions by providing training and support as needed.

LKC SP Tactic: 1.1.1.2: Encourage Regional participation during the National Conference by hosting Regional Socials for individuals to network.

LKC SP Tactic 1.1.1.3: Intentionally break out into regions during the LKC Pre-Conference allowing for opportunities to connect and dialogue on regional experiences.

LKC SP Tactic 1.1.1.4: Encourage Regional participation with quarterly Regional tele-conference calls for discussion of LKC priorities, connection and dialogue about regional experiences.

LKC SP Strategy 1.1.2: Promote and encourage membership in the NASPA Community Colleges Division (CCD) Latino Task Force.

LKC SP Tactic 1.1.2.1: Host a joint Café con Colegas between the LKC and the CCD Latino Task Force to educate LKC members about the purpose of the CCD Latino Task Force and opportunities for engagement.

NASPA SP Objective 1.3: Expand and strengthen capacities related to equity, and inclusion, intercultural competencies throughout all professional levels and volunteer roles.

LKC SP Strategy 1.3.1: Promoting LKC members to represent and engage in a variety of entities/leadership in NASPA, to include Knowledge Communities, professional organizations and other aspects of the profession

LKC SP Tactic 1.3.1.1: Establish an event(s) that promotes collaboration with other KC's to encourage professional development on mutual topics of interest.

LKC SP Tactic 1.3.1.2: Promote involvement and support of civic engagement opportunities at the National and Regional Conferences.

LKC SP Tactic 1.3.1.3: Establish a leadership role and relationship with the newly formed Undocumented Immigrants and Allies Knowledge Community.

NASPA Strategic Goal 5: Develop and promote NASPA's identity as a global student affairs association.

NASPA SP Objective 5.3: Build partnerships to collaborate within the global student affairs profession.

LKC SP Strategy 5.3.1: Develop a professional relationship between the LKC and the new Latin America & Caribbean (LAC) Area within NASPA.

LKC SP Tactic 5.3.1.1: Incoming LKC Chair will connect the new LAC Advisory Board Chair to identify ways the two constitute groups can work together in the future.

Development:

NASPA Strategic Goal 1: Deliver dynamic, innovative, and timely professional development

and volunteer engagement opportunities to build the leadership capacities and effectiveness of student affairs professionals.

NASPA SP Objective 1.1: Enhance and increase member engagement and volunteer pathways in leadership and governance throughout the association.

LKC SP Strategy 1.1.1: Create education and access for LKC members to become more involved in NASPA leadership roles and those in other professional associations.

LKC SP Tactic 1.1.1.1: Create an “opportunity for leadership” corner in each newsletter highlighting involvement and leadership opportunities within NASPA and other professional associations.

LKC SP Tactic 1.1.1.2: Create opportunities for LKC members to meet with current and former officers and learn about their leadership trajectories within NASPA and/or other higher education professional associations.

LKC SP Tactic 1.1.1.3.: Include a component within the LKC Pre-Conference that offers unique perspectives, knowledge, training, and skill development for becoming professional association leaders.

LKC SP Tactic 1.1.1.4: Nominate LKC members for leadership roles at the regional and national levels when vacancies become available.

LKC SP Tactic 1.1.1.5: Nominate LKC members for regional and national awards.

NASPA SP Objective 1.2: Implement and expand the integration of student affairs professional competencies within all professional development experiences.

LKC SP Strategy 1.2.1: Provide professional development opportunities focused on working in student affairs at community colleges.

LKC SP Tactic 1.2.1.1: Invite subject matter experts in Latino success at community colleges to host workshops/webinars for LKC Leadership and Membership focusing on the NASPA/ACPA Professional Competencies Student Learning & Development (SLD) as well as Advising & Supporting (A/S).

LKC SP Tactic 1.2.1.2: Continue to use the professional competencies to guide programs, events, and webinars produced by the LKC.

NASPA SP Objective 1.4: Develop, implement, and assess professional development and networking opportunities that address current and emerging issues for all career levels.

LKC SP Strategy 1.4.1: Increase the capacity of LKC members to effectively advocate for Latino/a students, staff, and faculty.

LKC SP Tactic 1.4.1.1: Promote professional development opportunities to build and increase the capacity for professionals to effectively advocate for Latino/a students, staff, and faculty.

LKC SP Tactic: 1.4.1.2: Assess the effectiveness of the newly developed professional development opportunities focused on building the advocacy capacity of LKC members.

LKC SP Strategy 1.4.2: Promote and assess intra-group networking and

mentorship among all levels of the profession

LKC SP Tactic 1.4.2.1: Continue to emphasize networking and mentorship among LKC membership at LKC gatherings including regional/national conferences and drive-ins.

LKC SP Tactic 1.4.2.2: Provide scholarship for the national conference for Graduate and Undergraduate members.

LKC SP Tactic 1.4.2.3: Seek to increase the number of Latinx/a/o students that participate in the NUFPP program

LKC SP Strategy 1.4.3: Coordinate scholarship opportunities for members to attend NASPA specialized conference initiatives.

NASPA Strategic Plan Goal 2: Generate scholarship and disseminate knowledge that supports evidence-based, innovative, inclusive, and socially just student affairs practices.

NASPA SP Objective 2.1: Generate and communicate data regarding the impact of the student affairs profession on student access, learning, and success.

LKC SP Strategy 2.1.1: Research and generate knowledge on the experience of the Latinx/a/o college and university students.

LKC SP Tactic: 2.1.1.1: Develop a Research Agenda for the 2016-2018 NASPA Leadership Cycle.

LKC SP Tactic 2.1.1.2: Create an LKC Book Club that offers the opportunity for members to come together on a regular basis to read higher education, business, and/or leadership related books that build knowledge and supports excellence in practice. These book clubs can meet via the utilization of modern technologies available for virtual in-person meetings. (Google hangout, group Skype, etc.).

LKC SP Tactic 2.1.1.3: Continue to support and expand the Latina/o Faculty Office Hours at the National Conference, an initiative for students and professionals who are interested in talking to Latino/a tenure-track faculty about graduate school, surviving the Ph.D., and working on research.

NASPA Strategic Goal 4: Provide leadership for student affairs in integrating existing and emerging technologies.

NASPA SP Objective 4.3: Cultivate strategic alliances to advance technological solutions and enhancement that support excellence in practice.

LKC SP Strategy 4.3.1: Expand on current partnership with Voto Latino to work on how technology can be used as a change agent.

LKC SP Tactic 4.3.1.1: Invite Voto Latino to do a workshop for the LKC Leadership Team on using technology and social media as a change agent.

LKC SP Strategy 4.3.2: Conduct webinars regarding Latino issues and concerns for NASPA members.

LKC SP Tactic 4.3.2.1: Collaborate with other Knowledge Communities around multiple concerns or topics to bring webinars to a broader

audience.

LKC SP Strategy 4.3.3: Continue to engage in a variety of social media outlets to promote current events, activities and issues relating to Latinos in higher education.