

NASPA2 Strategic Plan: 2018-2021

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. Provide socialization into the field, mentorship, and interview opportunities within the region.
2. ***Prepare Mid-Level Professionals to Lead*** - Introduce high-impact professional development opportunities for mid-level Student Affairs professionals throughout NASPA2.
- a. Introduce “Career Connections” (placement service) at the Regional Conference;
 - b. Expand opportunities for mid-level professionals to be engaged in Careers in Student Affairs Month while aligning the Faculty Council with the Region’s NUFP program;
 - c. Provide mentoring opportunities for career advancement;
 - d. Expand year-round, virtual program offerings for mid-level managers.
3. ***Innovate Our Work*** - Provide opportunities to discover and discuss new and innovative strategies that address current issues in higher education.
- a. Introduce an on-going NASPA2 “senior student affairs officer roundtable” in conjunction with our expanded SSAO Institute at the Regional Conference;
 - b. Offer faculty-specific initiatives;
 - c. Provide timely information on state and national policies that impact our campuses and our students;
 - d. Ensure that senior-level student affairs leaders and faculty are aware of new, and on-going NASPA initiatives and programs.
4. ***Commitment to Community Colleges and Two-Year Institutions*** - Develop and deliver programs focused on supporting student affairs work at community college 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.