



# **ACUHO-I Strategic Planning Statement**

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# ACUHO-I Strategic Planning Statement

## **Vision statement**

ACUHO-I is committed to inspiring the development of an exceptional collegiate residential experience.

## **Mission statement**

The Association of College and University Housing Officers-International (ACUHO-I) is the preeminent professional association dedicated to supporting and promoting the collegiate residential experience by:

- Creating value through services, information, and collegial relationships that are indispensable to its members; and
- Continually changing and adapting in ways that assist members in meeting the needs of dynamic campus environments.

We do this with the constant purpose of making a positive difference in the lives of members and those they serve.

## **Values & principles**

ACUHO-I's operations are upheld and delivered through the key focus areas of:

- Volunteer Leadership and Governance in Partnership with Staff
- Fiscal Responsibility
- Provision for Opportunities for Learning and Networking
- Commitment to Diversity
- Increase in Value to Members
- A World View
- Ethical Decision Making
- Collaboration and Participation

## **Key Strategic Priorities**

ACUHO-I is committed to providing the best product for its members and to the higher education student housing industry. Our principle areas of priority and supporting objectives are:

### ***Services of Excellence***

ACUHO-I delivers professional and ethical services, resources, and programs for members to:

1. Positively address member needs and expectations.
2. Provide services in the most efficient and effective means possible.
3. Be highly responsive to member and non-member needs.
4. Provide adequate resources to advance professional service, content, and delivery.
5. Maximize the return of revenue in balance with the best possible service delivery.
6. Ensure that our services add to the community culture for all members.
7. Enhance and promote membership growth.

### ***Global Connectivity***

ACUHO-I is inclusive in serving student housing professionals, their institutions and related constituents, thus enabling its members to engage in collaborative and meaningful relationships and the exchange of knowledge within a global context. ACUHO-I will:

1. Provide publications that enhance members' connectivity and the sharing of knowledge.
2. Provide an array of volunteer opportunities that engage the varying segments of the housing profession and assist in developing leaders for the Association and the profession.
3. Offer educational opportunities that enhance the skills and competencies of the many constituencies represented in the Association.
4. Initiate and expand strategic alliances with corporations, other associations and non-members that provide educational and service benefits to our members.
5. Develop, implement, and provide technological innovations and resources that allow members to connect individually, and as groups, and provide knowledge about the profession.
6. Maintaining positive relationships with regional housing associations through affiliation agreements and provide opportunities for regional gatherings at ACUHO-I events.

### ***Professional Education***

ACUHO-I will enhance the collegiate housing profession by offering extensive & comprehensive educational initiatives that:

1. Provide our membership direction and resources needed to collect, create, share & discuss knowledge & information to create conditions for learning.
2. Offer educational services that are multi-modal and accessible to members.
3. Define core competencies, and existing gaps, that impact our constituencies.
4. Recognize that these goals are ongoing; continually developing issues require monitoring and nimbleness.

### ***Industry Advocacy***

ACUHO-I will be the authoritative and influential advocate for the student housing profession by integrating all association and regional perspectives into our activities with internal and external constituents. ACUHO-I will:

1. Maintain our USA foundation but expand our international advocacy.
2. Provide a more defined framework of advocacy within our governance structure.
3. Better communicate current advocacy practices:
  - What "tables" are we sitting at?
  - Who is sitting at our "table?"

### **Promise statement**

ACUHO-I will become the authoritative source of research, resources and inspiration to promote the professional development of our members.

We will be a passionate advocate for housing professionals at all levels; we'll provide the opportunity for networking on a global scale; and we'll set the standards for accreditation and career development.

### **Services of Excellence**

Our services cover:

- Talking Stick and Journal, Books, Monographs, CD's
- E-Resource Library
- Central Office
- ACE / Conference series
- Enhanced Website
- Best practices - Helping housing professionals serve university/college students
- Placement
- Membership benefits and On-line Directory
- Foundation and Corporate Connections

### **Global Connectivity**

We build relationships through these networks:

- Networks (GLBT, Multicultural, etc) and 'inclusivity' processes
- Internships & Study Tours
- Receptions – New Professional, International, Regional, Friends of NACURH
- Committee Membership
- Regional and International affiliations
- Conferences Attendance
- Listserv, Chat Rooms, Podcasts, Directories
- Associational Liaisons and Memberships; Corporate partners
- Resource (Human) Referrals

### **Professional Education**

Our educational initiatives include:

- Online Resource Center
- Books, Journal, Talking Stick, etc
- Developing Standards / Best Practices
- On-line learning
- Conferences / Workshops
- Research
- 21<sup>st</sup> Century Project
- Certification
- Learning about Products / Services

### **Industry Advocacy**

We advocate for a number of reasons:

- Connections (Education for stages of the profession)
- Internationalization
- Networks / Committees / Taskforces
- Consortium Involvement
- Prioritization of Resources
  - Consortium Works (Legislative Connections); Foundation
  - Partnerships with other Associations; Networking
- Issue Advocacy (FLSA, Upward Bound, etc.)
- Press, Media Contacts



## ACUHO-I Strategic Planning Statement – Plan of Action of Initiatives

<i>Strategies &amp; Actions</i>	<i>Timeline &amp; Responsibility</i>
<p><b>Services of Excellence</b></p> <ul style="list-style-type: none"> <li>• Presentation of an acclaimed Placement Exchange</li> <li>• Support new member recruitment programs</li> <li>• Develop a response to the outcomes of Member Needs Assessment Survey</li> <li>• Complete Phase 2 of the Website enhancement</li> </ul>	<p>Placement Task Force - March 2008            Membership Committee - September 2007            EB - August 2007            Central Office – January 2008</p>
<p><b>Global Connectivity</b></p> <ul style="list-style-type: none"> <li>• Clarified response to the Internationalization Task Force Report</li> <li>• Receive report and clarify response to the Internationalization Strategies Task Force</li> <li>• International Housing Summit outside USA</li> </ul>	<p>Internationalization Task Force &amp; EB - July 2007            ISTF &amp; EB – March 2008            EB &amp; CO – March 2009</p>
<p><b>Professional Education</b></p> <ul style="list-style-type: none"> <li>• Clarified Mid-level Manager program based on Task Force report</li> <li>• Develop a certification and educational program - currently in progress</li> <li>• Renovation of the '<i>Journal</i>' to better serve the membership</li> </ul>	<p>EB &amp; VP - August 2007            Director of Education - June 2008            Publications Coordinator - March 2008</p>
<p><b>Industry Advocacy</b></p> <ul style="list-style-type: none"> <li>• Review and extend consortium alliances</li> </ul>	<p>President - March 2008</p>
<p><b>Operational Commitments</b></p> <ul style="list-style-type: none"> <li>• Financial realignment project – align staffing, finances, systems and processes with business positioning</li> </ul>	<p>Central Office – December 2007</p>