

## ACPA GOVERNING BOARD STRATEGIC GOALS 2008 – 2013



In congruence with the mission, values and core functions of the ACPA – College Student Educators International, the Governing Board is committed to the following strategic goals. Each goal is championed by a Governing Board member and a team of relevant collaborators from across the Association who will develop plans, action steps, time frames and performance measures. Achievement in these strategic areas will advance the efficiency, efficacy and reputation of the Association while enhancing its fiscal strength. In addition, attainment of the goals will raise the quality of the performance and knowledge base of student affairs professionals and the educational experience of students domestically and internationally.

**Goal: Knowledge & Competencies: the creation and dissemination of new research, theoretical understandings and competencies that will promote intentional practice in student affairs.**

a. To focus publications and programs in the areas of ACPA's distinctive contributions and to create new publications that reach target audiences. The areas of distinctive contribution are: Multicultural Competence and Inclusion, Student Learning, Assessment within Student Affairs and Sustainability. **Champion: Terrell Strayhorn, Director for Research and Scholarship**

b. To disseminate a defined set of professional competencies that guide personal and associational professional development efforts and support effective and informed practice; and to develop a system to evaluate these competencies. **Champions: Dwayne Todd, Director for Professional Development, Terrell Strayhorn,**

**Director for Research and Scholarship, Maureen Wilson, Member-at-Large for Faculty and Tim Pierson, Member-at-Large for Senior Professionals**

- c. To promote all publications as primary resources that inform theory, research and practice in the four areas of distinction. **Champion: Terrell Strayhorn, Director for Research and Scholarship**
- d. To annually evaluate the focus of publications. **Champions: Terrell Strayhorn, Director for Research and Scholarship and Maureen Wilson, Member-at-Large for Faculty**

**Goal:  
Professional  
& Career  
Development:  
providing ongoing  
training, skill  
development and  
continuing  
education related  
to professional  
effectiveness.**

- a. To provide quality professional and career development opportunities, year round, that appeal to scholars and practitioners at every career level. **Champion: Dwayne Todd, Director for Professional Development**
- b. To evaluate each program offering with regard to overall quality and the achievement of predetermined learning outcomes. **Champion: Dwayne Todd, Director for Professional Development**
- c. To ensure that professional development opportunities address our profession's research and scholarship and emerging issues such as globalization. **Champions: Dwayne Todd, Director**

**for Professional Development and Maureen Wilson, Member at Large for Faculty**

**Goal: Membership  
and Recruitment:  
the process of  
establishing long-  
term relationships  
with individuals  
and groups.**

- a. To create, implement and evaluate a comprehensive and strategic member recruitment and retention plan. **Champion: Kathleen Kerr, Director of Membership Development**
- b. To create venues for all members to participate in associational work and governance and to engage in professional development programs and activities. **Champions: Laura Ulmer, Member at Large for Entry Level Professionals, Melissa Hrovatin-**

**Bemus, Member at Large for Mid-Level Professionals and Tim Pierson, Member at Large for Senior Professionals**

c. To emphasize the globalization of the profession by promoting international affiliations. **Champion: Kathleen Kerr, Director of Membership Development**

*March, 2010 Update*