

KACRAO 2024

Goal/Value Statement Strategic Plan

KACRAO 2024 is designed to provide guidance to KACRAO's executive council through the year 2024. The strategic planning committee recommends that KACRAO embrace the value statements below with the hope they become part of our culture. The goals listed under each value statement provide a framework for integrating these values into KACRAO's culture.

Value Statement One: KACRAO is committed to diversity, equity and inclusion (DEI) in membership, professional development and in representing the values of higher education.

Goal One: Develop a DEI statement to be included in the KACRAO Constitution.

Goal Two: Four training and professional development opportunities with a focus on the diversity, equity and inclusion will be offered to the membership with a goal of reaching 100% of the membership each year.

Goal Three: The Drive In Workshop and the Annual Conference will include a minimum of one DEI opportunity each.

Goal Four: Research and implement other DEI training opportunities to be distributed online and by utilizing existing trainings.

Value Statement Two: KACRAO is committed to timely and relevant communications designed to foster relationship building, professional knowledge and information sharing.

Goal One: Develop a strategic communication plan that would include training opportunities that drive members to a central professional development/opportunities location (website)

Sub Goal One: Utilize social media and other available platforms to reach membership.

Sub Goal Two: Utilize the AACRAO transcript as a template for regular communication to KACRAO members.

Sub Goal Three: Develop specific communications to high school counselors and student workers.

Value Statement Three: KACRAO is committed to relevant professional development and new member onboarding

Goal One: Develop a new member system of onboarding to welcome new members to KACRAO and a membership notification (communicating to the membership when new members start in our professions). Announce new hires via the listserv.

Goal Two: Enhance existing professional development opportunities.

Sub Goal One: Develop training modules and/or professional development opportunities focused on data and data driven decisions.

Sub Goal Two: Develop one to two new professional development opportunities each year from 2019-2024.

Sub Goal Three: Develop and enhance a more robust and sustainable mentoring program.

Goal Three: Assess existing professional development opportunities to determine if they are still the best method to deliver professional development and networking opportunities.

Sub Goal One: Explore offering a day rate for KACRAO Annual Conference.

Sub Goal Two: Consider the questions: Is the conference too long? Would it be better to have it be two days and then have smaller area specific conferences?

Value Statement Four: KACRAO is committed to continual assessment of KACRAO's organizational structure to meet membership and organizational goals.

Goal One: Review current positions to determine if there is a need for any paid positions in the organization or any stipends to current positions.

Sub Goal One: Review the current organizational structure and evaluate roles. Are existing roles meeting the needs of the organization and membership?

Goal Two: Develop an involvement and leadership pathway for the organization.