

KACRAO Strategic Plan

2008-2011

Purpose Statement

KACRAO is a voluntary and non-profit professional educational association, affiliated with the American Association of Collegiate Registrars and Admissions Officers (AACRAO). KACRAO contributes to the advancement of higher education to its fullest and broadest aspects by promoting the professional development of its members and the use of high standards of professional ethics. KACRAO also fosters a spirit of unity, cooperation, and an exchange of ideas through meetings, workshops, and publications; and fosters relationships with AACRAO and other professional associations whose objectives and purposes are consistent with those of the Association. KACRAO does not benefit any private individual or organization except for services actually rendered, goods actually purchased, or scholarships awarded.

Goal 1: Promote inclusiveness and diversity of institutional and individual member participation.

Strategies:

- a. Research the need to expand membership opportunities for other higher education professionals.
 - a. *2009 Program Committee is looking at other topics of programming-retention, enrollment management are possible topics in addition to inviting chief academic and student affairs officers to the 2009 meeting.*
- b. Reinforce and facilitate reimbursement opportunities.
 - a. *Executive Council approved a new budget line item of \$1000 for reimbursement opportunities for 2008-09.*
- c. Promote hosting KACRAO meetings at schools where financial resources may prohibit involvement.
 - a. *Executive Council Meetings has been hosted at the following campuses*
 - i. Sterling College-2008*
 - ii. Kansas Wesleyan University-2009*
- d. Recruit and support private college representation.

Goal 2: Promote membership in AACRAO and increase awareness of involvement opportunities within AACRAO.

Strategies:

- a. Devote time during KACRAO Annual Conference to recognize AACRAO volunteers.
 - a. *Done at every annual meeting.*
- b. Encourage KACRAO members that present at AACRAO to present at KACRAO.
 - a. *2009 Program Committee will address this issue*
- c. Encourage AACRAO volunteers to report at the KACRAO Annual Conference the work they have or are currently doing for AACRAO.
 - a. *KACRAO members involved in AACRAO have spoken at the 2007 and 2008 annual meetings.*
- d. Increase involvement of KACRAO members in nominating and voting on AACRAO leadership.
- e. Consider providing professional development scholarships to KACRAO members to attend the AACRAO Annual Meeting.
 - a. *A survey will be conducted in 2008 to determine why KACRAO members do not attend the AACRAO annual meeting. 2009-10 Executive Council will consider funding opportunities for participation in the AACRAO Annual Meeting.*

Goal 3: Expand and improve services and programming available by institutional type (public, private, community college, technical colleges/schools).

Strategies:

- a. Continually survey non-participating and participating KACRAO members regarding services and programming needs and develop services and programs to meet those needs.
 - a. *A FERPA workshop for 2010 is currently being planned*
 - b. *One possibility is an International Workshop webinar*
- b. Improve and expand data collection from members and routinely conduct environmental scan of institutional and individual members.
 - a. *Membership Chairperson will address this strategy in 2009-10*
- c. Evaluate current services and programming opportunities offered, including College Planning Conferences, the KACRAO Annual Conference, the Drive-In Workshop and Planning for College.

- a. CPC Ad-Hoc Committee completed an assessment project in 2009 and Executive Council adopted a new policy regarding non-KACRAO sponsored college/career fairs.*

Goal 4: Improve mentoring programming.

Strategies:

Potentially address mentoring as an ad-hoc committee in 2009-10

- a. Research best practices and conduct focus groups to evaluate needs.
- b. Expand mentoring program to become a year long activity.
- c. Develop formal policies and procedures for facilitating programming.
- d. Increase mentoring opportunities at the KACRAO Annual Conference.
 - a. Special seating will be made available for mentors/mentees at the 2009 Conference awards dinner*

Goal 5: Enhance internal and external communication to all stakeholders.

Strategies:

- a. Evaluate current Executive Council structure to determine where communication responsibilities are best facilitated.
 - a. Ad Hoc Committee developed a report in 2007-08 and will continue working on the report in 2008-09.*
 - b. Proposed constitutional changes are being presented at the 2009 Annual Meeting.*
- b. Develop and improve KACRAO promotional materials, including a KACRAO informational slide show.
 - a. Publications Committee developed a new informational brochure in 2009*
- c. Become more visible with state decision makers.

Goal 6: Expand KACRAO's relationships with other professional associations.

Strategies:

- a. Pursue presentation opportunities at other professional association conferences.
- b. Expand the involvement of other professional associations at the KACRAO Annual Conference.

- a. *KASFA and KCA presented at the 2008 Conference.*
- b. *KIE (Kansas International Educators), KASFA, and KCCA/KCA will all have presented sessions at the 2009 conference.*
- c. Actively pursue representatives to serve on select KACRAO committees from other professional associations.

Goal 7: Improve the training opportunities for the KACRAO Executive Council.

Strategies:

- a. Develop electronic "notebooks" for all positions.
 - a. *An online project management system (BaseCamp) is now being utilized to store pertinent documents and communication purposes.*
- b. Develop Executive Council training module at KACRAO Annual Conference.
 - a. *Done at the 2008 and 2009 Annual Meeting*

Goal 8: Transfer the KACRAO website to a commercial system to provide greater flexibility in the services we offer to members and to decrease reliance on membership for technical expertise.

Strategies:

2008-09 Technology Committee is Working on this goal.

- a. Acquire a server solution that will allow banner advertising.
- b. Solicit banner advertisements to assist in funding a commercial product.
- c. Research possible vendors.

Goal 9: Develop a more transparent budget and better define budget practices to improve accountability.

Strategies:

- a. Create policies and procedures for reimbursements and other budget operations, including detailed information for committees, and develop a users' manual for Executive Council members.
- b. Review and make necessary format changes to existing budgetary reports to provide a more detailed understanding of financial position.
 - a. *2008-09 Budget was reformatted to address this strategy.*

c. Re-evaluate the method by which upcoming budgets are developed and improve the matching of income and expenses.

a. 2009-10 Budget was reformatted to address this strategy.