

KACRAO 2029

Goal/Value Statement Strategic Plan

KACRAO 2029 is designed to provide guidance to KACRAO's executive council through the year 2029. The strategic planning committee believes that KACRAO is on the right path for continued growth and is seen as an example by many other AACRAO's both on a regional and state level. Our recommendation is to adhere to past value statements and find additional opportunities to move forward as an organization within them. We see this as a way to honor the 2024 Strategic plan that reminds us of the culture we want this organization to be known for.

Value Statement One: KACRAO is committed to offering multifaceted opportunities in membership, professional development and in representing the values of higher education.

Goal One: Members of Executive Council serving in roles of Vice President of Outreach, Vice President of Professional Development and President will share AACRAO articles and webinar opportunities with KACRAO members to assist with professional growth.

Goal Two: The Summer Drive-In Workshop and the Annual Conference will continue to maintain a focus of offering sessions encompassing multifaceted opportunities at each event.

Goal Three: President-Elect and Annual Conference Planning Committee will make a concerted effort to ensure that conference sessions and engagement activities are relevant to all members.

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 strong communication plan that would include KACRAO Membership, High School Administrative Staff and College Administration. The focus would provide tools and guidance to aid understanding of how KACRAO can assist their stakeholders.

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: Publication Chair maintains timely communication of the KACRAO Current distribution with the membership, public school district administration (high school counselors, principals, superintendents) and college administration (Deans, Vice Presidents, President).

Sub Goal Four: Vice President of Outreach maintains open communication with KBOR, KICA, KFLA and other state organizations on KACRAO accomplishments.

Sub Goal Five: Vice President of Outreach attends conferences for high school counselors, principals and superintendents as available.

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

Goal One: Develop a new member system of onboarding to include welcome communication, along with other information to access the KACRAO website. Additionally, communicate with institutional members to maintain a current membership roster.

Sub Goal One: Vice President of Membership will communicate with current membership quarterly via Listserv email and social media platforms to add new hires to their institution profile or delete employees who are no longer with their institution.

Sub Goal Two: Vice President of Membership will invite new members to join in a welcome meeting. The event could take place in person or virtually either as a lunch event or evening social hour. This type of event could take place during a time period when the school year and job requirements aren't quite so demanding.

Sub Goal Three: Summer Drive-In Workshop Committee will include a preview of the KACRAO Conference in the fall.

Goal Two: Continue to focus on existing professional development opportunities.

Sub Goal One: The Admissions Advocate at Large and Records Advocate at Large will work with stakeholders to have round table discussions throughout the year regarding issues in higher education.

Sub Goal Two: Vice President of Professional Development will work with Executive Council and KACRAO Members on podcast or social media communication highlighting KACRAO history, member accolades or professional growth opportunities.

Sub-Goal Three: Maintain opportunities at the Annual Conference for new members to network with existing members.

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: Annually assess offering a day rate for KACRAO Annual Conference. Consider how the location for the annual conference could affect conference attendance and the need for a day rate to be available to attendees.

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

Goal One: Review and assess current positions and structure to determine if there are any additional needs for paid positions, stipends or software in the organization for better organizational management.

Goal Two: Foster membership engagement, mentorship and leadership pathways.

Sub Goal One: Develop opportunities for member enrichment via round tables, lunch 'n learn or social hours either in person or Zoom.

Sub Goal Two: Have consistent programming at the Annual Conference to make all members aware of Executive Council positions along with Coordinators, Committee Chairs and other leadership positions; how members can get involved and the time commitment of each role.

Sub Goal Three: Consider adding Caucuses similar to those within AACRAO.

Sub Goal Four: Add questions to Annual Conference Survey to include interest in getting involved in a leadership role or learning more about a leadership track. A panel of Executive Council members will contact those interested to foster a mentoring relationship throughout the year.

Value Statement Five: Enrich communication with member institutions expressing appreciation to Presidents, Vice Presidents and/or Deans for allowing members to serve in Executive Council, Coordinators and Chair positions.

Goal One: Foster communication with institutions' administration, along with current and past KACRAO members who have relationships within KBOR and KICA to keep them apprised of KACRAO accomplishments.