EACUBO
EASTERN ASSOCIATION OF COLLEGE
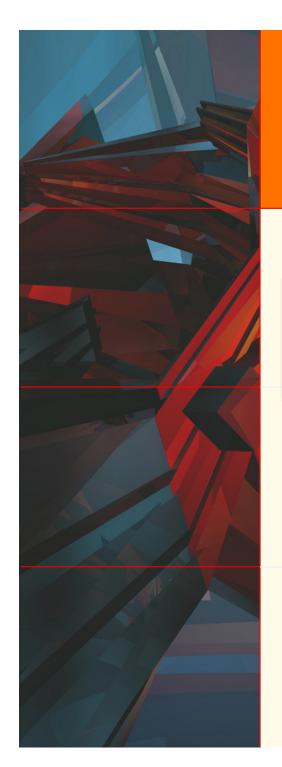AND UNIVERSITY BUSINESS OFFICERS

Strategic Plan Based on
Task Force Work

**Approved by Board
of Directors on
March 22nd, 2014**

E4

Strategic Imperative

E4

Strategic Imperative

EACUBO's strategic imperative is to deliver on its value proposition

Strategic Imperative Formula

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Develop strategic leaders + **Create a personalized member experience** + **Design environments to generate impactful solutions** =

Delivery of Value Proposition:
We help our members increase their capacity to embrace and foster new thinking, create opportunities and generate solutions.

Strategic Focus Areas, Strategic Priorities & Success Indicators
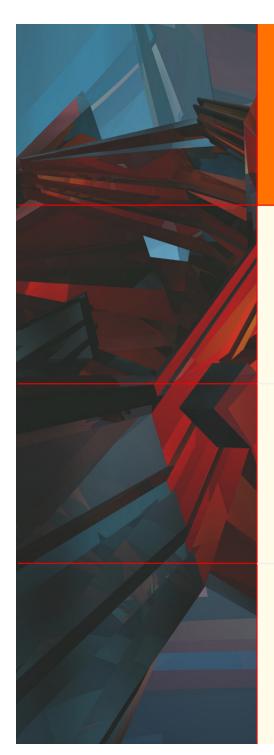
FINAL

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Revised SFAs

E4

1. **Develop Strategic Leaders**

2. **Create a Personalized Member Experience**

3. **Design Environments to Generate Impactful Solutions**

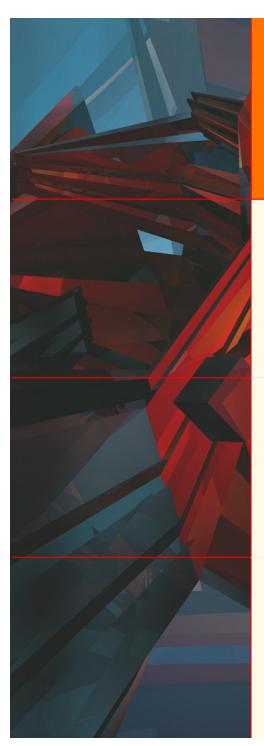4. **Establish Brand Communication Strategies**

Develop Strategic Leaders

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Develop Strategic Leaders
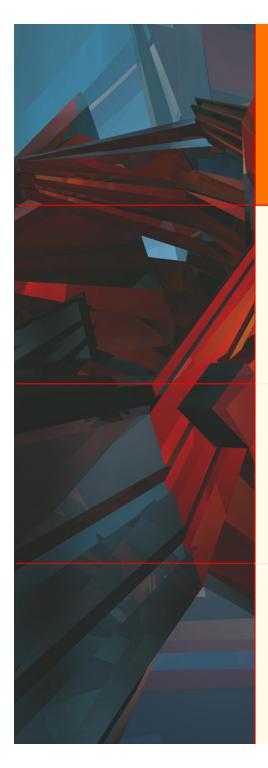## Intent & Context

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Intent & Context:

- Strategic leadership is a mindset, not a position.

- In everything that EACUBO does it should facilitate, educate, communicate, and discuss ways to cultivate a strategic leadership mindset.

- It is about helping EACUBO members to better address the opportunities and shifts which higher education is dealing with.

Develop Strategic Leaders
Strategic Priorities

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Strategic Priorities:

1. Define the characteristics -- mindset and behavior-- of a strategic leader.

2. Integrate the concept of *strategic leader* into everything we do.

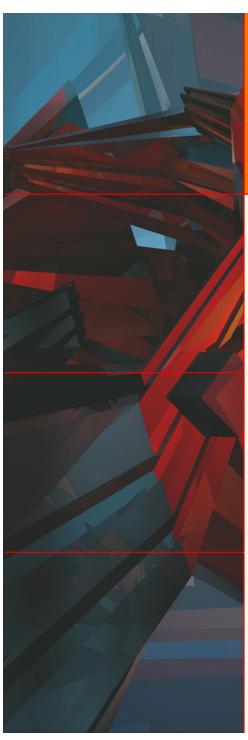3. Design every program and service with the intention to enhance members' ability to think and act strategically.

Develop Strategic Leaders
Strategic Indicators

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Success Indicators:

1. 100% of programs and services have a robust leadership component.

2. There is a desire by engaged, strategic leaders to serve in EACUBO leadership positions.

3. Increased participation in EACUBO activities by those participating in the Mentoring, Next Generation Business Officer and other leadership programs.

4. Members indicate that EACUBO's focus on strategic leadership is better equipping them to fulfill their roles and responsibilities.

5. Due to members understanding leadership as a mindset, new and different people with varied experience and expertise are attending EACUBO activities.
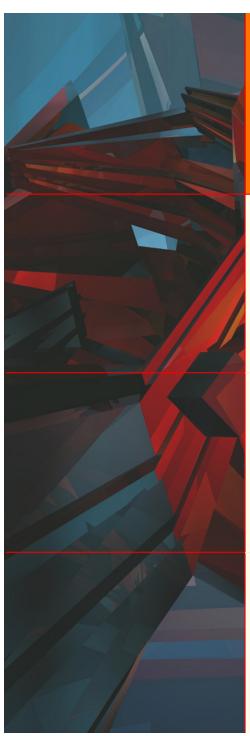
Create a Personalized Member Experience

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Create a Personalized Member Experience
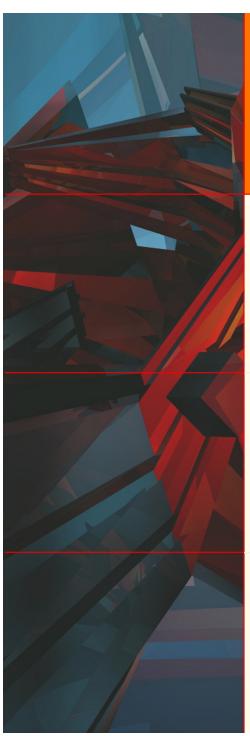## Intent & Context

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Intent & Context:

- Connecting with members and creating more "touch points".

- Design new products and services that support and facilitate a "personalized" experience.

- Seek out ways to create a personalized experience in every way.

- Use new and creative delivery channels and an increased breadth of options for communicating with, educating, networking with, and creating value for members.

Create a Personalized Member Experience
Strategic Priorities

Strategic Priorities:

1. Gain a better understanding of member needs in order to design and provide programs and services that enhance members' ability to meet challenges and seize opportunities.

2. Offer programs and services using delivery channels and methodologies that facilitate a "personalized" experience.

3. Create and foster an environment of strategic communities that support our members.

Create a Personalized Member Experience
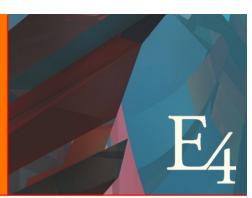## Success Indicators

Success Indicators:

1. Programs and services have been refined in order to help create a more "personal" experience.

2. The number and variety of effective delivery systems and methodologies used has increased.

3. Members feel more deeply connected to EACUBO.

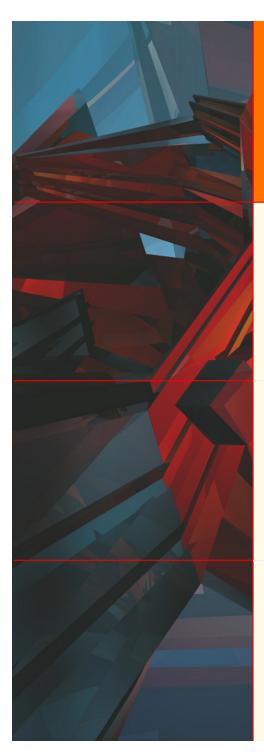4. Members are more readily and effectively accessing each other as resources and feel more connected to one another.

Design Environments to Generate Impactful Solutions

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Design Environments to Generate Impactful Solutions
Intent & Context

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Intent & Context:

- This supports EACUBO's belief that education/ training and solving problems or capitalizing on opportunities should occur simultaneously.

- It is about creating "environments" where members can discuss, brainstorm, and "incubate" ideas.
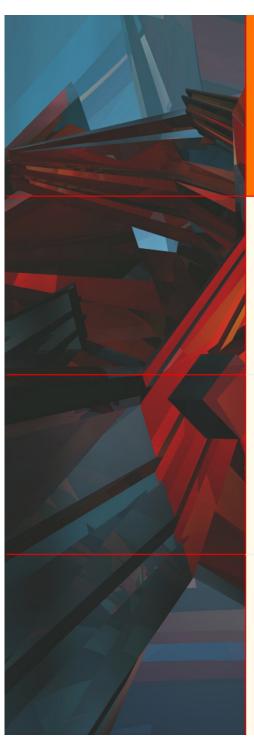
Design Environments to Generate Impactful Solutions
Strategic Priorities

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Description:

Creating environments and leveraging EACUBO's network so our members can collaboratively address some of the most significant challenges and opportunities facing higher education.

Strategic Priorities:

1. Creatively leverage our members' and partners' brain trust.

2. Identify our resources (members, business partners, thought leaders, industry associates, etc.) and leverage these to support our "incubators."
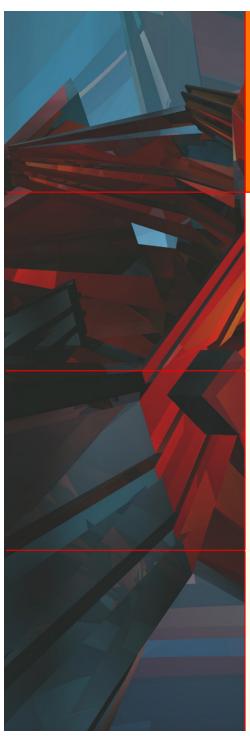
3. Pilot approaches and evaluate outcomes.

Design Environments to Generate Impactful Solutions
Success Indicators

Success Indicators:

1. A variety of opportunities for members to connect with one another to help solve their real time problems have been created.

2. Have creatively leveraged available resources (business partners, members, industry thought leaders, industry associations, business professionals, etc.) to design optimal environments to facilitate new, fresh thinking.

3. Have successfully piloted several different "optimal environments".

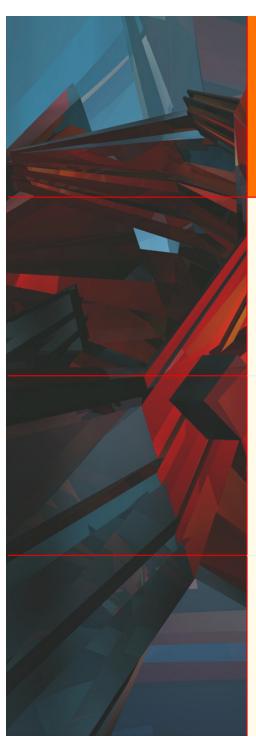4. Participants indicate that their participation in the pilot was a valuable and productive use of their time.

Establish Brand Communication Strategies

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Establish Brand Communication Strategies
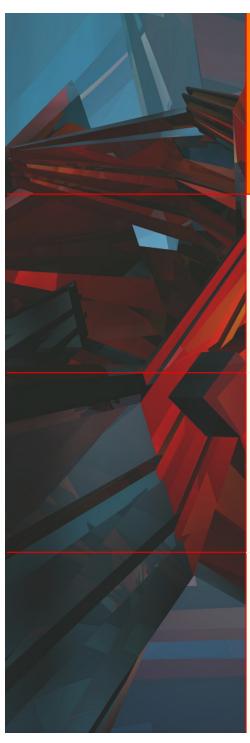## Intent & Context

E4

Intent & Context:

- Establish EACUBO's brand and its brand identity.

- Develop ways to begin branding EACUBO.

- Think of communications from a strategic rather than an operational perspective.

- Strategic communications revolves around big-picture messaging; it is about influencing; it is about bringing about a result not an action.

- Operational communications is about informing.

Establish Brand Communication Strategies
Strategic Priorities

E4

Strategic Priorities:

1. Determine EACUBO's brand and brand identity and ensure it is aligned with the Envisioned Future.

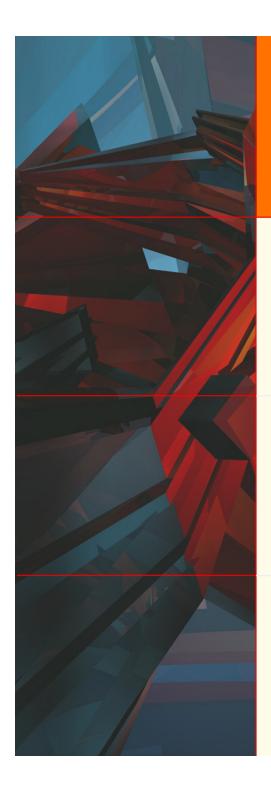2. Establish and execute strategies to communicate the brand.

Establish Brand Communication Strategies
Success Indicators

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Success Indicators:

1. EACUBO's refined brand and brand identity is rolled out at the October 2014 Annual Meeting.

2. Majority of our members demonstrate an understanding of the EACUBO brand and what we stand for.

3. There is a significant increase in the number of people involved in all EACUBO activities from its member institutions.

4. Increase in the number of member institutions.

Strategic Blueprint Components

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Components

1. Mission
2. Realities Facing Higher Education
3. EACUBO Governance Revisions and Modern Governance Guidelines
4. Critical Pieces to Becoming a High-Performing Organization
5. Core Purpose & Core Values
6. Envisioned Future (10-year goal and vivid description)
7. Value Proposition
8. Customer & Market Segments
9. Strategic Plan
10. Operational Model elements
11. Glossary