

# EACUBO 2009 – 2010 Goals and Strategies

## Goal 1: Professional Development Opportunities

### Objectives

- Increase non-traditional delivery of programs
- Achieve coverage of this competency framework
- Enhance differentiation of program offerings
- Ensure coverage of emerging issues
- Strengthen quality control methods

### 2009-10 Strategies

- Establish Assessment Task Force to review current assessment tools, techniques and responsibilities related to programming, member participation and recommend improvements.
- Evaluate the effectiveness and viability of the first AM preconference Forum and incorporate changes as appropriate.
- Initiate prospective identification of session topics and speakers utilizing the competency framework as a supplement to the call for proposal methodology.
- Identify and offer sessions at both the Annual Workshop and Annual Meeting at the CPE advanced level to provide more in-depth coverage of competencies.
- Engage in continuous interaction with program speakers to help shape the presentation and ensure program quality.

## Goal 2: Membership

### Objectives

- Evaluate whether program offerings address needs of varying sectors and participants
- Influence Chief Business Officers to increase the number of participants and increase engagement/participation if they are from a member institution

### 2009-10 Strategies

- The Membership Engagement Committee will, in cooperation with the 1<sup>st</sup> VP, review and make recommendations for improvement of the committee assignment and volunteer identification processes.
- Provide support for the Assessment Task Force data collection tasks.
- Continue to identify additional methods to increase member institution participation at meetings and to actively engage new attendees.

### **Goal 3: Benefits through Effective Partnerships**

#### Objectives

- Enhance EACUBO partnerships with ACUBO and other regions
- Achieve a stronger working relationship with NACUBO in order to ensure access to important information and services for our members
- Increase relationships with other groups or entities in (or supporting) higher education for targeted joint programming
- Increase opportunities for cooperative programming with member institutions

#### 2009-10 Strategies

- Continue to enhance EACUBO partnerships with other regions through cross-marketing efforts and reciprocal registration structures.
- Identify opportunities to engage in providing cross-regional programming (for example offering other regions the opportunity to participate in the spring APC webcast).
- Explore the opportunity to create a cross-regional and/or shared NACUBO sponsorship/exhibitor program.

### **Goal 4: Infrastructure and Resources**

#### Objectives

- Improve the effectiveness of the organizational structure between the board and its committees
- Enhance committee membership and recruitment so that volunteers reflect the membership base and support the work of individual committees to provide services to their constituents
- Maintain adequate financial resources to ensure financial solvency

#### 2009-10 Strategies

- Create a new three to five year strategic plan for the Association with appropriate goals, objectives and strategies that reflect the new vision and revised mission statements.
- Through the Governance Committee, continue to evaluate and make recommendations for appropriate structural changes to increase organizational effectiveness, streamline operations, and clarify roles and responsibilities.
  - Review coordinator and At Large roles

- Evaluate the composition of the committees established in 2008-09 (Finance, Governance and Communications Committees) and recommend adjustments, if appropriate.
  - Evaluate the composition and terms of the Distinguished Service Award Committee membership and the criteria to be used to select award recipients.
- Continue to support the Association website redesign and implementation of additional functionality and content to enhance the value to the membership.