

## **MCPA Five-Year Strategic Plan January 2006 - December 2010**

The mission of the Michigan College Personnel Association (MCPA) is to promote and enhance college student learning and development through the professional development of student affairs administrators and the broader higher education community.

**Celebrate Diversity** – MCPA values the role of diversity in the educational experience and is dedicated to fostering a culture within our organization and throughout higher education that celebrates diversity.

- Implement the affirmative action plan
- Intentionally create an inclusive and representative environment in the association
- Provide diversity programming on an annual basis
- Advocate for campus environments which promote respect for and appreciation of diversity
- Make association business decisions that reflect a commitment to diversity

**Provide quality programs and services** – MCPA has a strong history of offering professional development opportunities; its focus over the next five years is to strengthen those programs and increase the depth and breadth of scholarship.

- Consider the needs of multiple constituents
- Encourage programs and research that are timely and pertinent
- Be creative about delivery and format of programs and services
- Increase selectivity and quality of programs and services
- Increase response to call for programs, newsletter, and journal submissions

**Broaden the membership to better represent student affairs professionals in the state of Michigan** – MCPA is committed to having a membership which reflects those working in student affairs related positions across functional areas, institutional types, years in the field, and individual diversity.

- Increase our knowledge about who is working in student affairs in the state
- Keep membership dues and programs affordable and accessible
- Retain current members
- Actively reach out to constituencies who have not historically been active in MCPA

**Be a leader on state and national student affairs and higher education issues** – MCPA is emerging as a leader within the student affairs community and has the potential to be a leader nationwide.

- Initiate partnerships with external organizations
- Play a leadership role among ACPA state and international organizations
- Educate the membership about legal and legislative issues
- Be a conduit of current scholarship
- Seek opportunities to tap into emerging and cutting edge issues

**Improve internal and external communication** – MCPA can better meet the needs of both its membership and leadership by developing more effective communication practices.

- Effectively communicate MCPA’s identity
- Develop a yearly communication timeline
- Utilize multiple venues of communication
- Create partnerships to increase the visibility of MCPA

**Maintain a healthy association** – MCPA must maintain practices which have resulted in a stable fiscal situation and continue initiatives which strengthen our standing as an organization.

- Develop yearly goals related to achieving the strategic plan
- Continue fiscally responsible planning
- Attend to issues related to Incorporation and Tax-Exempt Status
- Cultivate leadership among members
- Update and enhance the *Leadership Team and Directors’ Manual* annually
- Continue to establish and utilize Five-year Strategic Plans