

2016-18 KACRAO Strategic Plan

GOAL 1 – Increase and enhance the offerings of training and professional development to the KACRAO membership.

- Establish training to prepare members for service on KACRAO committees, including structure of KACRAO, expectations of service, etc.
- Sponsor and organize presentations on topics of interest to the membership by expert speakers at least once per year.
- Offer training in topics relevant to the profession for which participants can earn credentials.
- Explore the use of technology to enhance the training offerings, including webinars, online speaker series and self-paced modules.
- Create statewide annual training for students and sponsors related to our profession (ambassadors, peer leaders, telecounselors, student assistants, etc.).
- Survey the membership regarding what additional professional development offerings would be of value and pursue topics of interest.
- Re-establish a strong culture of mentorship, formal and informal, within the association.

GOAL 2 – Develop robust communications to members and member institutions

- Continue developing Member Clicks as a primary resource for all things KACRAO, assuring awareness of the site and its features.
- Consider the development of a regular communication to membership similar to the AACRAO Transcript for purpose of informing members as to topics, trends and legislation important to our profession.
- Enhance sharing amongst members through the utilization of short surveys and the distribution of results in a timeline manner.
- Review and enhance the process of committee assignment and the communication/notification of any member who has expressed interest in a committee.
- Investigate the use of social media as a means to enhance communication to members and member institutions.
- Enhance communication to leadership at member institutions with a yearly letter detailing the value KACRAO brings to each member as well as highlighting the current issues facing the Admissions and Registrar profession.

GOAL 3 – Foster a culture of assessment and accountability that supports continuous improvement of Association offerings to members and member institutions.

- Evaluate the relevance of the Association's programs and services.
- Determine the effectiveness of the Association's programs and services.
- Consider the establishment of an ad hoc committee on assessment.

GOAL 4 – Enhance the brand awareness of KACRAO to external audiences.

- Explore ways to expand visibility and prestige with KBOR and state legislature.
- Engage the secondary education community in conversations to provide collaborative services to students.
- Initiate use of mass and social media for promotion of KACRAO programs, services, scholarships, member achievements, etc.
- Gauge the brand awareness of KACRAO through pre- and post-assessments intended to guide and evaluate activities related to this goal.

GOAL 5 – Strategically utilize the finances of KACRAO to support the goals of the Association while maintaining financial stability.

- Shift resources as needed to support strategic planning goals.
- Develop a team of former Executive Council Officers to serve as mentors for current executive council members looking to focus their area of the budget on current needs of the organization.
- Continue building KACRAO reserve funds to 150% of the annual budget for the previous three years.