CIVSA Strategic Plan 2016-2019

VISION
The CIVSA vision is to partner with higher education professionals to set standards of excellence in the field of information and visitor services.

Our mission is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships.

CORE VALUES
Involvement – “A personal investment in the success of an organization”

Connecting – “Developing sound working relationships in an organization”

Education – “The act or process of imparting or acquiring particular knowledge or skills, as for a profession.”

GOALS
1. Cultivate an Involvement Plan that provides opportunities for involvement and rewards members who are actively engaged in volunteer positions on behalf of CIVSA.

Actions:
- Develop a Committee to manage volunteer interest, engagement and opportunity.
- Ensure follow through between committees and volunteers.
- Develop method of determining strengths and experience of volunteers.
- Develop a link to volunteer opportunities from the CIVSA website including specifics of the work of the committee, and approximate time required.
- Have a volunteer table at Conference during the information fair.
- Create a volunteer e-mail brochure on ways to get involved including the value of personal investment in the Association.
- Develop a volunteer appreciation program.
2. **Create a plan that will Connect members through personal, professional and leadership development.**

**Actions:**
- Develop an orientation plan for new members including opportunities for involvement and professional development.
- Provide the committee chairs and regional directors with an opportunity to appointment members to offer additional assistance as needed.
- Develop an orientation for new board members prior to their term.
- Provide tracks within the conference for professional development with each session assigned competencies.
- Provide conference attendees recognition certificates to take back to their institutions.
- Develop a year-long Leadership Development track for CIVSA members with a leadership certificate and recognition upon completion.
- Create themed Civy’s for targeted campaigns as initiated by the Director of Communications.

2. **Develop an Education Plan that provides substantive educational opportunities in depth and breadth for the association which can be delivered to the membership throughout the year.**

**Actions:**
- Revamp the role of Educational Resources Chair and Committee to meet the objectives and goals of the education core value.
- Revamp Research and Assessment Chair and Committee to meet the objectives and goals for the education core value.
- Use professional presenters for WOWs in addition to member presentations.
- Provide education/training for professional middle managers.
- Plan additional area meetups or training opportunities which would bring together professional and/or student employees/volunteers.
- Create more opportunities for collaborating training of student employees.
- Incorporate CAS more into educational opportunities for the membership. Monthly or quarterly updates to the membership.
- Develop a repository of research articles and data both internal and external as resources for members with the ultimate goal of establishing a journal for the Association.
- Develop record of previous conference sessions/tracks to avoid becoming repetitive and to evaluate needs for future conference sessions. Record can be used to evaluate sessions and determine needs for future educational committees.