

2/15/07

Progress Legend

Blue = Completed

Red = Not Completed

Green = In Progress

Orange = Ongoing or Biannual



The Southeastern Association of Housing Officers

Strategic Plan

Developed in 2004

Preamble

The SEAHO Strategic Planning Task Force was initially assembled under the SEAHO presidency of Verna Howell in 2000, charged with updating the mission and purpose of the organization, and with developing strategic goals to promote the realization of that purpose.

Since that time, the task force has reviewed the ACUHO-I strategic plan, acquired input from professionals at all levels, obtained both qualitative and quantitative feedback through strategic planning programs at annual conferences and through an online membership needs survey and met in Atlanta, Georgia in May 2004 to work with a consultant to write the first-ever strategic plan for the SEAHO organization.

The SEAHO Strategic Plan is a guide for the future which allows for a changing, creative and continuous process by which to support the organization and fulfill its mission. You are encouraged to provide comment, ask questions and supply ideas to this document. Please submit your remarks to the SEAHO President. Your ideas are always welcomed and encouraged.

Sincerely,

The SEAHO Strategic Planning Task Force

SEAHO Mission Statement

As a regional affiliate of the Association of College and University Housing Officers - International (ACUHO-I), the Southeastern Association of Housing Officers (SEAHO) provides professional development, networking and involvement opportunities for staff and student leaders working in college and university housing programs as they develop and maintain quality services, programs and community experiences for those living on campus. (*Constitutional amendment passed 2/20/05*)

Goal 1: To establish guidelines for managing SEAHO’s annual income and expenses, including shortfalls and excesses.

Strategy 1: Establish standard for recognition of officers and volunteers such as presenters, committee members, moderators.¹
(Constitutional amendment passed 2/20/05)

Action Plan:

1. Key association award recipients (i.e., Beene, Founders, Peace, Grimm New Professional, and Graduate Student OTY Awards) will receive plaques. SAACURH will fund its “Student of the Year” Award.
Person Committee Responsible: President-Elect (Awards and Recognition Chair)
Method of Measurement or Date of Completion: To begin before 2005 conference
2. All other association award recipients (e.g., Service, Humanitarian, SEAHO Article OTY Awards) will receive unframed award certificates.
Person Committee Responsible: President-Elect (Awards and Recognition Chair)
Method of Measurement or Date of Completion: To begin before 2005 conference
3. Case Study winners will receive a monetary award (if sponsorship is available) and an unframed certificate of appreciation.
Person Committee Responsible: Program Chair
Method of Measurement or Date of Completion: To begin before 2005 conference
4. The outgoing SEAHO President will receive a plaque.
Person Committee Responsible: President-Elect (Awards and Recognition Chair)
Method of Measurement or Date of Completion: To begin before 2005 conference
5. Outgoing State Representatives, committee chairs and officers will receive a standard, inexpensive gift. State associations may also choose to recognize these individuals for their service. The SEAHO President will provide a letter of recognition to the volunteer’s institution.
Person Committee Responsible: President-Elect (Awards and Recognition Chair)
Member at Large for State Representatives
Method of Measurement or Date of Completion: To begin before 2005 conference

¹ Team Members: Verna Howell – Clemson University, Frank Fleming -University of North Carolina-Charlotte, Shannon Staten -University Louisville, Bryce Lowe -Mississippi Valley State University, Bob Morton -Georgia Tech, LaVerne Briggs -Virginia State University. August 2004.

6. Committee members and conference volunteers (e.g., moderators, case study judges/participants, etc.) will be recognized publicly at the annual conference as a collective. Committee chairs should not include funds for additional member recognitions in their budget requests.

Person Committee Responsible: President
Method of Measurement or Date of Completion: To begin before 2005 conference

7. SEAHO leadership pin will be awarded to first-time incoming executive council members.

Person Committee Responsible: President
Method of Measurement or Date of Completion: On-going.

Goal 1: To establish guidelines for managing SEAHO’s annual income and expenses, including shortfalls and excesses.

Strategy 2: Establish an efficient budget preparation, review and approval process.²

Action Plan:

1. Charge the budget review committee to establish formal guidelines and format for budget submittals.

Person Committee Responsible: Treasurer
Method of Measurement or Date of Completion: October 2004

2. At mid-year meeting, review the cost effectiveness of conference activities where food is provided. Reduce related expenditures as appropriate.

Person Committee Responsible: Budget Review Committee in conjunction with Committee Chairs and Host Chairs
Method of Measurement or Date of Completion: November 2004

3. Review the cost effectiveness of co-curricular conference activities, e.g., socials, night on the town, Placement Services. Reduce related expenditures as appropriate.

Person Committee Responsible: Budget Review Committee and Host Chairs
Method of Measurement or Date of Completion: November 2004

4. Review the cost effectiveness of the support given to educational initiatives (i.e., scholarships, grants, honoraria, etc.) Research alternative sources of funding.

Person Committee Responsible: Budget Review Committee

² Team Members: Verna Howell – Clemson University, Frank Fleming -University of North Carolina-Charlotte, Shannon Staten -University Louisville, Bryce Lowe -Mississippi Valley State University, Bob Morton -Georgia Tech, LaVerne Briggs -Virginia State University. August 2004.

Method of Measurement or Date of Completion: November 2004

5. Develop an updated business plan for the SEAHO Report.

Person Committee Responsible: Budget Review Committee / SEAHO Report Editors

Method of Measurement or Date of Completion: By February 2005

(Constitutional amendment passed 2/20/05 added Secretary to Budget Review Committee)

6. Develop a revenue model for the Association. Identify all anticipated sources of revenue and projected revenue amounts annually.

Research new sources of revenue

Person Committee Responsible: Budget Review Committee

Method of Measurement or Date of Completion: November 2005

Goal 1: To establish guidelines for managing SEAHO's annual income and expenses, including shortfalls and excesses.

Strategy 3: Explore various avenues for associate support and conference participation with a goal of maximizing benefits to associates and generating increase SEAHO revenue.³

Action Plan:

1. Review and evaluate current booth and registration fees and adjust to reflect market conditions.

Person Committee Responsible: Budget Review Committee / Host Chairs / Associates Committee Chair

Method of Measurement or Date of Completion: March 2005

2. Develop a marketing package that could include advertisement, booth, conference meals and sponsorships, etc. to offer a one time cost to Associates.

Person Committee Responsible: Budget Review Committee / Host Chairs / Associates Committee Chair

Method of Measurement or Date of Completion: March 2005

3. Establish a consistent practice with regard to conference meals provided to Associates.

Person Committee Responsible: Budget Review Committee / Host Chairs / Associates Committee Chair

Method of Measurement or Date of Completion: March 2005

Goal 1: To establish guidelines for managing SEAHO's annual income and expenses, including shortfalls and excesses.

³ Team Members: Verna Howell – Clemson University, Frank Fleming -University of North Carolina-Charlotte, Shannon Staten -University Louisville, Bryce Lowe -Mississippi Valley State University, Bob Morton -Georgia Tech, LaVerne Briggs -Virginia State University. August 2004.

Strategy 4: Explore various avenues for financial support from the membership.⁴

Action Plan:

1. Establish a plan to educate the membership on budget processes and recommended revisions. (*Regular reports in SEAHO Report initiated 6/05*)

Person Committee Responsible: Treasurer / Members at Large
Method of Measurement or Date of Completion: February 2005

2. Review the current add-on administrative fee paid with conference registration. If this fee is to be continued, establish a formal process for approving and revising.

Person Committee Responsible: Budget Review Committee / Host Chairs
Method of Measurement or Date of Completion: May 2005

Goal 1: To establish guidelines for managing SEAHO's annual income and expenses, including shortfalls and excesses.

Strategy 5: Evaluate venue costs as a key factor in Host site selection.⁵

Action Plan:

1. Require future host chairs to consult with Conferon and/or comparable convention services professionals before finalizing site selection and related contracts *or explain why your site or particular conference would not need these services.* (*Italicized added 7/06*) Explore how this might also apply to SPE.

Person Committee Responsible: Treasurer / Host Chairs
Method of Measurement or Date of Completion: February 2005

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 1: To enhance the Website.⁶

⁴ Team Members: Verna Howell – Clemson University, Frank Fleming, University of North Carolina-Charlotte, Shannon Staten -University Louisville, Bryce Lowe -Mississippi Valley State University, Bob Morton -Georgia Tech, LaVerne Briggs -Virginia State University. August 2004.

⁵ Team Members: Verna Howell – Clemson University, Frank Fleming, University of North Carolina-Charlotte, Shannon Staten -University Louisville, Bryce Lowe -Mississippi Valley State University, Bob Morton -Georgia Tech, LaVerne Briggs -Virginia State University. August 2004.

⁶ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

Action Plan:

1. The Member at Large to whom the State Representatives report will forward copies of the ten State Reports to the Webmaster for posting within one month of their due date.
Person Committee Responsible: Members at Large / Webmaster
Method of Measurement or Date of Completion: To begin after the 2004 mid year meeting

2. The Member at Large to whom the Committee Chairs report will forward copies of the Committee Reports to the Webmaster for posting within one month of their due date.
Person Committee Responsible: Members at Large / Webmaster
Method of Measurement or Date of Completion: To begin after the 2004 mid year meeting

3. The Future Hosts will submit to the Webmaster the location, dates and estimated costs of the conference for posting.
Person Committee Responsible: Future Hosts / Webmaster
Method of Measurement or Date of Completion: To begin immediately

4. The Placement Committee will develop a means by which SEAHO institutions may post position vacancies.
Person Committee Responsible: Placement Committee Chair and Webmaster
Method of Measurement or Date of Completion: To be implemented by the 2006 annual conference

5. The Webmaster will create links to all of the organizations and events in which SEAHO members participate.
Person Committee Responsible: Webmaster
Method of Measurement or Date of Completion: To begin immediately

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 2: To explore the voting options.⁷

Action Plan:

1. The Governing Council will explore conducting officer elections on-line prior to the annual conference.
Person Committee Responsible: The Nominations and Elections Committee will be responsible for developing and maintaining this process.
Method of Measurement or Date of Completion: Chair of the Nominations and Elections Committee (Past President)

⁷ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

By the mid year meeting November 2005

2. The Governing Council will explore changing the number of votes in officer elections from one per institution to some other arrangement.

Person Committee Responsible:

Governing Council; President will appoint Task Force and Chair.

Method of Measurement or Date of Completion:

By the mid year meeting November 2005, the Task Force will survey other regions to determine their voting rights policies, discuss options for SEAHO, and provide a report to the Governing Council.

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 3: To maintain a balanced level of involvement of the participants at the SEAHO Conference by ensuring SEAHO leadership and committee membership reflects the diversity within the region.⁸

Action Plan:

1. To require the President-Elect or Governing Council designee to attend the annual SAACURH Conference and establish a relationship with the SAACURH Regional Director.

Person Committee Responsible:

President-Elect

Method of Measurement or Date of Completion:

Beginning with the 2005 SAACURH Conference

2. The President and Member at Large will work with the Committee Chairs to ensure that membership on the Committees is diverse, to include race, state, position, gender, size of institution, years of experience, level of position, and knowledge of committee responsibilities.

Person Committee Responsible:

President, Member at Large for Committee Chairs

Method of Measurement or Date of Completion:

To begin prior to the 2005 conference

3. The SEAHO Outreach Coordinator will send letters to institutions that have not attended the SEAHO conference to discuss and invite involvement. *(Changed from President to Outreach Coordinator 7/06)*

Person Committee Responsible:

Outreach Coordinator

Method of Measurement or Date of Completion:

To begin in 2005

⁸ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

4. State Representatives will be responsible for contacting staff at under-represented institutions (those not attending SEAHO annual conference) to invite their participation and involvement and will include their efforts in their bi-annual report.

Person Committee Responsible: State Representatives and Member at Large for State Representatives

Method of Measurement or Date of Completion: To begin in 2005

5. The Nominations and Elections Committee will ensure that the slate of officers reflects the diversity of the region, to include race, state, position, gender, size of institution, years of experience, level of position, and knowledge of committee responsibilities.

Person Committee Responsible: Nominations and Elections Committee under leadership of Past President

Method of Measurement or Date of Completion: To begin immediately.

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 4: To address the negative perceptions associated with the Program Committee.⁹

Action Plan:

1. The Membership Services and Program Committee will develop an effective means of communicating with the membership to describe the participation requirements of the Program Committee.

Person Committee Responsible: Member at Large for Committees / Chair of Membership Services and Program Committee

Method of Measurement or Date of Completion: To be implemented at the 2005 annual conference

2. The Program Committee Chair will report directly to the Member at Large to whom Committee Chairs report, including providing quarterly reports.

Person Committee Responsible: Program Committee Chair and Member at Large for Committees

Method of Measurement or Date of Completion: To begin immediately.

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 5: To examine the current representation to the SEAHO Governing Council.¹⁰

⁹ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

Action Plan:

1. The Committee Chairs and the Member at Large to whom they report will meet prior to the Governing Council meetings. The Member at Large will provide the committee reports to the Governing Council.
Person Committee Responsible: Members at Large / Committee Chairs.
Method of Measurement or Date of Completion: To begin at the 2004 mid year meeting.

2. The Committee Chairs and the Member at Large to whom they report will work with the Governing Council and Host Committee to ensure that conference events sponsored by the Committees are adequately planned.
Person Committee Responsible: Members at Large / Committee Chairs / Host Chairs
Method of Measurement or Date of Completion: To begin at the 2004 mid year meeting

3. The Committee Chairs will submit their budget proposals to the Member at Large according to the timeline developed and on the form provided by the treasurer. Committee Chairs will submit Year End Reports as directed.
Person Committee Responsible: Members at Large / Committee Chairs / Treasurer
Method of Measurement or Date of Completion: To begin at the 2004 mid year meeting

4. The Governing Council will review the purpose of the non-voting members and determine their involvement at the mid year meeting.
Person Committee Responsible: President-Elect
Method of Measurement or Date of Completion: Discussion to begin at the 2004 mid year meeting with implementation to be completed by the 2005 mid year meeting

5. The (outgoing) Past President and Member at Large will plan and coordinate an annual leadership training session at the annual conference for the incoming council.
Person Committee Responsible: Outgoing Past President and outgoing Member at Large
Method of Measurement or Date of Completion: To begin at the 2005 annual conference

Goal 2: To review overall organizational structure including communication, involvement and leadership.

¹⁰ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004
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Strategy 6: To clearly define the roles of the standing committees.¹¹

Action Plan:

1. Require Committee Chairs to participate in annual Committee Chair training where their roles would be clearly defined and explained. The Members at Large will plan and coordinate annual committee chair training.
Person Committee Responsible: Members at Large and Committee Chairs
Method of Measurement or Date of Completion: To begin at the 2005 annual conference
2. Every two years the Governing Council will assess the Committee structure to determine if they are meeting the needs of the SEAHO membership.
Person Committee Responsible: Governing Council
Method of Measurement or Date of Completion: To begin at the 2006 annual conference (*Next review in 2008*)

Goal 2: To review overall organizational structure including communication, involvement and leadership.

Strategy 7: To address perceptions that leadership and service within SEAHO is exclusive and/or cliquish.¹²

Action Plan:

1. Members of the Governing Council and Standing Committee Chairs will attend the Newcomers Meeting to provide an overview of the Governing Council and individual roles of Governing Council members.
Person Committee Responsible: President
Method of Measurement or Date of Completion: To begin at the 2005 annual conference
2. Charge the Membership Services Committee with developing and distributing materials that provide the membership with information about SEAHO and the many ways in which members can get involved.
Person Committee Responsible: Member at Large and Membership Services Committee Chair
Method of Measurement or Date of Completion: To begin following the 2005 annual conference

¹¹ Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

¹² Team Members: Deb Boykin -College of William and Mary, Lisa Diekow -University of Florida, Roger Dickson -Tennessee Tech, Debbie Ferrell –University of Tennessee – Martin. August 2004.

3. Charge the State Representatives with maintaining contact with members in their states through standing listserves and distribution lists.

Person Committee Responsible: Member at Large and State Representatives
Method of Measurement or Date of Completion: To begin following the 2005 annual conference

4. The SEAHO President will write quarterly emails that will be distributed to the membership through the State Representatives.

Person Committee Responsible: President and State Representatives
Method of Measurement or Date of Completion: To begin immediately

Goal 3: To conduct member's needs assessment

COMPLETED in 2003-2004

Recommend every 5 years, so next assessment in 2008-2009

Goal 4: To redefine educational scope and objectives of conference.

Strategy 1: To develop a comprehensive conference schedule that meets the needs of all participants.¹³

Action Plan:

1. At the SEAHO Conference one year prior to the next conference, a meeting of the host chair(s), SEAHO President, Host Associate Liaison, Associate Committee Chair, and Program Committee Chair will discuss the subsequent year's conference schedule.

Person Committee Responsible: President will initiate the meeting
Method of Measurement or Date of Completion: Will begin at the 2005 SEAHO Conference

2. To phase out the pre-conference tours and visits following the 2005 SEAHO Conference. *The Host Committee will provide information on local attractions. (Italicized added on 7/06)*

Person Committee Responsible: 2006 SEAHO Conference Host Chairs
Method of Measurement or Date of Completion: Will begin (end) at the 2006 SEAHO Conference

3. To phase out the golf tournament following the 2005 SEAHO Conference. The Host Committee will provide information on local golf courses.

Person Committee Responsible: Will begin (end) at the 2006 SEAHO Conference
Method of Measurement or Date of Completion: 2006 SEAHO Conference Host Chair

¹³ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004.

4. To evaluate the agreement between SWACUHO, SACSA, SEAHO, and SPE. The SEAHO President will appoint a Task Force Chair to oversee this evaluation.

Person Committee Responsible:

President initiates

Method of Measurement or Date of Completion:

Completed by 2005 Mid-Year Meeting.

5. To evaluate the individual placement services at each individual conference. The SEAHO President will appoint a Task Force Chair to oversee this evaluation.

Person Committee Responsible:

President initiates

Method of Measurement or Date of Completion:

Completed by 2005 Mid-Year Meeting.

Goal 4: To redefine educational scope and objectives of conference.

Strategy 2: To broaden professional development topics.¹⁴ Actively recruit more diverse programs for example: programs about Summer Conferences, Assignments, Judicial and Facilities.¹⁵

Action Plan:

1. To ensure that the Program Committee actively recruits programs on facilities management, business management, and senior management in each of the program sessions at the SEAHO Conference. A representative from each of these topical areas should be represented on the Program Committee.

Person Committee Responsible:

Program Committee

Method of Measurement or Date of Completion:

Will begin at the 2006 SEAHO Conference

2. To have the Program Committee designate programs related to small institutions and HBCUs in the Program Book.

Person Committee Responsible:

Program Committee

Method of Measurement or Date of Completion:

Will begin at the 2006 SEAHO Conference

3. To publish the list of SEAHO Conference program selections on the SEAHO Web site by registration time.

Person Committee Responsible:

Program Committee Chair, Webmaster

¹⁴ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004.

¹⁵ Team Members: Vera Jackson –Jackson State University, Debbie Ferrell –University of Tennessee Martin, Toray Hicks –Troy State University, Bryce Lowe –Mississippi Valley State University, Ruth Ann Howard –Morehead State University.

Method of Measurement or Date of Completion: Will begin at the 2006 SEAHO Conference

4. Revise Program Committee guidelines to promote the recruitment of underrepresented program topics/areas.
Person Committee Responsible: Member at Large / Program Chair and Committee
Method of Measurement or Date of Completion: February 2006
5. The Program Committee should include programs tracks for mid management, small schools, facilities, and CHO's.
Person Committee Responsible: Member at Large / Program Chair and Committee
Method of Measurement or Date of Completion: February 2006

Goal 4: To redefine educational scope and objectives of conference.

Strategy 3: To provide resources to host chair(s) regarding conference issues.¹⁶

Action Plan:

1. To revise the Conference Host Planning Guide following the SEAHO 2005 Conference by the SEAHO 2005 Conference host(s).
Person Committee Responsible: 2005 Conference Host Committee Chairs
Method of Measurement or Date of Completion: June 1, 2005
2. Conference Host Committee Chair(s) to provide an End of the Conference Report by October 1st to the SEAHO President and incoming Conference Host Chair.
Person Committee Responsible: 2005 Conference Host Committee Chairs
Method of Measurement or Date of Completion: October 1, 2005
3. Conference Host Committee Chair(s) will be required to receive Governing Council approval prior to committing to a conference site.
Person Committee Responsible: Conference Host Committee Chair(s)
Method of Measurement or Date of Completion: Will begin with 2008 SEAHO Conference
4. Formalize and annually publish the rotation for states hosting the SEAHO Conference ten years out.
Person Committee Responsible: Governing Council / SEAHO Report Editors, Webmaster
Method of Measurement or Date of Completion: Will begin January, 2005

¹⁶ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004.

Goal 4: To redefine educational scope and objectives of conference.

Strategy 4: To enhance small institution involvement.¹⁷

Action Plan:

1. To develop a program to match small institution delegates with seasoned small institution delegates.

Person Committee Responsible:

Membership Services Committee

Method of Measurement or Date of Completion:

Beginning with the 2006 SEAHO Conference

2. To stress to committee chairs the inclusion of small institution members (less than 1000 bed capacity).

Person Committee Responsible:

Member at Large for Committee Chairs / *members of small institutions

Method of Measurement or Date of Completion:

Beginning with the 2005 SEAHO Conference

Goal 4: To redefine educational scope and objectives of conference.

Strategy 5: To increase retention of conference participants.¹⁸

Action Plan:

1. To commission a longitudinal study on who attended the SEAHO 2004 Conference, the SEAHO 2005 Conference, and subsequent conferences in order to determine the factors/reasons for not continuing to attend.

Person Committee Responsible:

Research and Information Committee

Method of Measurement or Date of Completion:

Will begin following the 2005 SEAHO Conference and will continue following subsequent conferences.

Goal 4: To redefine educational scope and objectives of conference.

Strategy 6: To maintain mutual needs of Associates and participants.¹⁹

¹⁷ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004

¹⁸ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004

Action Plan:

1. To schedule one reception or meal in the Associate’s area during the SEAHO Conference for the general membership.
Person Committee Responsible: President / Program Committee Chair / Host Committee Chair/ Host Associates Liaison / Associates Committee Chair
Method of Measurement or Date of Completion: Meeting to schedule this strategy will first take place at the 2005 SEAHO Conference. Meeting initiated by the SEAHO President.
2. To conduct a formal survey of Associate needs at the SEAHO 2005 Conference.
Person Committee Responsible: Associates Committee / Research and Information Committee
Method of Measurement or Date of Completion: Completed at the 2005 SEAHO Conference
3. To schedule an opportunity for CHOs/Purchasing Agent to meet with the Associates.
Person Committee Responsible: Program Committee Chair / Host Committee Chair(s) / Host Associates Liaison / Associates Committee Chair
Method of Measurement or Date of Completion: Completed for the 2006 SEAHO Conference

Goal 5: To address recruitment and inclusion needs

Strategy 1: To evaluate and improve the mentoring program (Pro-Am).²⁰

Action Plan:

1. Improve selection process for pairing participants in Pro-Am program.
Person Committee Responsible: Member-at-Large / Committee Chair Graduate Issues and Involvement
Method of Measurement or Date of Completion: Begin January 2006
2. Assign partners before the conference begins encouraging communication before the conference.
Person Committee Responsible: Committee Chair, Graduate Issues and Involvement
Method of Measurement or Date of Completion: Begin January 2006

¹⁹ Team Members: Sue Beebe -Florida International University, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama, Toray Hicks –Troy State University, Ruth Ann Howard –Morehead State University. August 2004

²⁰ Team Members: Vera Jackson –Jackson State University, Debbie Ferrell –University of Tennessee Martin, Toray Hicks –Troy State University, Bryce Lowe –Mississippi Valley State University, Ruth Ann Howard –Morehead State University.

3. Encourage participation with your mentoring partners after the conference
Person Committee Responsible: Committee Chair, Graduate Issues and Involvement Chair
Method of Measurement or Date of Completion: February 2006
4. Membership not attending the current conference should be extended the opportunity to participate in the mentoring program.
Person Committee Responsible: Committee Chair, Graduate Issues and Involvement and Chair
Method of Measurement or Date of Completion: Begin January 2006

Goal 5: To address recruitment and inclusion needs

Strategy 2: Complete at least one mailing concerning SEAHO opportunities and information about the website.²¹

Action Plan:

1. Keep the website updated so that it becomes the source that replaces each occasional paper mailings and letters.
Person Committee Responsible: Webmaster
Method of Measurement or Date of Completion: By June 2005
2. Complete at least one mailing concerning the opportunities, structure and the purpose of SEAHO.
Person Committee Responsible: President ****need clarification****
Method of Measurement or Date of Completion: Following Annual Conference 2005
3. The president will mail a letter to invite the membership to view the website.
Person Committee Responsible: President
Method of Measurement or Date of Completion: By June 2005

Goal 5: To address recruitment and inclusion needs

Strategy 3: To Encourage State Representatives to be more active with their state membership.²²

²¹ Team Members: Vera Jackson –Jackson State University, Debbie Ferrell –University of Tennessee Martin, Toray Hicks –Troy State University, Bryce Lowe – Mississippi Valley State University, Ruth Ann Howard –Morehead State University.

²² Team Members: Vera Jackson –Jackson State University, Debbie Ferrell –University of Tennessee Martin, Toray Hicks –Troy State University, Bryce Lowe – Mississippi Valley State University, Ruth Ann Howard –Morehead State University.

Action Plan:

1. State Representatives must update/familiarize their membership with information and opportunities SEAHO has to offer. The State Representatives. should take steps to ensure information gets to all institutions electronically or by regular mail.

Person Committee Responsible: Member at Large / State Representatives

Method of Measurement or Date of Completion: By March 2005

Goal 5: To address recruitment and inclusion needs

Strategy 4: Governing Council to provide encouragement to the State Membership during the State Conferences.²³

Action Plan:

1. Participate or provide a letter from the Governing Council (President or designee to attend State Meetings) for state meetings to promote the purpose and resources available from SEAHO. (Encouragement)

Person Committee Responsible: State Representatives / President

Method of Measurement or Date of Completion: To Begin March 2005

Goal 6: To evaluate member opportunities for year-round professional development.

Strategy 1: To investigate the development of SEAHO Drive-In Workshops.²⁴

Action Plan:

1. Research what other regions/states are developing for drive-in workshops. The research should include collaborating with other states, organizations and Associates.

Person Committee Responsible: Member-at-large for State Representatives / State Representatives

Method of Measurement or Date of Completion: Completed and presented to the Governing Council by 2006 Mid-Year Meeting

2. Encourage institutions in close proximity to partner in staff training for Resident Assistants, Hall Directors, Professional Staff and the like.
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²³ Team Members: Vera Jackson –Jackson State University, Debbie Ferrell –University of Tennessee Martin, Toray Hicks –Troy State University, Bryce Lowe –Mississippi Valley State University, Ruth Ann Howard –Morehead State University

²⁴ Sue Beebe –Florida International University, Deb Boykin –College of William and Mary, Roger Dickson –Tennessee Tech, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama. August 2004.

Person Committee Responsible: Member at Large for State Representatives
Method of Measurement or Date of Completion: Will begin in January 2005

Goal 6: To evaluate member opportunities for year-round professional development.

Strategy 2: Use SEAHO's web site as a means for on-going professional development.²⁵

Action Plan:

1. The Host Committee (with AV) with the Webmaster will incorporate a live, video stream of the SEAHO Conference keynote speaker(s). Maintain these as an archive.
Person Committee Responsible: Host Committee / AV staff / Webmaster
Method of Measurement or Date of Completion: First implementation will begin at the 2006 SEAHO Conference
 2. The Program Committee will develop a file of SEAHO Conference program handouts to be available on the website.
Person Committee Responsible: Program Committee / Webmaster
Method of Measurement or Date of Completion: First implementation will be at the 2005 SEAHO Conference
 3. The Educational Programs Committee will develop and post a Speaker's Guide on the web site.
Person Committee Responsible: Educational Programs Committee Chair / Webmaster
Method of Measurement or Date of Completion: Completed by 2005 Mid-Year Meeting.
 4. The Member at Large for committee chairs report will post appropriate committee resources and materials on the website (i.e. Resident Assistant position descriptions, training schedules, ideas for diverse programs, etc.).
Person Committee Responsible: Member at Large for Committees / Webmaster
Method of Measurement or Date of Completion: Completed by 2005 Mid-Year Meeting
 5. The SEAHO Webmaster will link ACUHO-I publications.
Person Committee Responsible: Webmaster
Method of Measurement or Date of Completion: Completed by January 2005
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Goal 6: To evaluate member opportunities for year-round professional development.

Strategy 3: To better utilize the SEAHO Report as a means of Professional Development.²⁶

²⁵ Team Members: Sue Beebe –Florida International University, Deb Boykin –College of William and Mary, Roger Dickson –Tennessee Tech, Norb Dunkel – University of Florida, Tom Hardy –University of Alabama. August 2004.

Action Plan:

1. Each SEAHO Report will highlight the link to the committee involvement form (i.e. serving on committees).
Person Committee Responsible: SEAHO Report Editors / Webmaster
Method of Measurement or Date of Completion: Beginning with first issue following the Mid-Year 2004 meeting
2. Each SEAHO Report will summarize a listing of web-based resources available to the members.
Person Committee Responsible: SEAHO Report Editors / Webmaster
Method of Measurement or Date of Completion: Beginning with first issue following the Mid-Year 2004 meeting
3. State Editors and State Representatives will write and solicit articles from state members for inclusion in the SEAHO Report.
Person Committee Responsible: State Editors / State Representatives
Method of Measurement or Date of Completion: Beginning with first issue following the Mid-Year 2004 meeting
4. To evaluate the current schedule and readership of on-line SEAHO web page articles.
Person Committee Responsible: SEAHO Report Editors / Webmaster
Method of Measurement or Date of Completion: Completed with recommendations presented to the Governing Council at the 2005 Mid-Year Meeting
5. To investigate placing the SEAHO Report issues older than one year, on an online SEAHO web page archive.
Person Committee Responsible: SEAHO Report Editors / Webmaster
Method of Measurement or Date of Completion: To be completed by November 2005
6. The State Representatives will identify institutions without web capability and make appropriate accommodations.
Person Committee Responsible: Member at Large for State Representatives
Method of Measurement or Date of Completion: To be completed by January 2005

Goal 7: To explore, investigate and encourage collaboration.

Strategy 1: Enhance collaboration with organizations that have shared professional interests.²⁷

²⁶ Sue Beebe –Florida International University, Deb Boykin –College of William and Mary, Roger Dickson –Tennessee Tech, Norb Dunkel –University of Florida, Tom Hardy –University of Alabama. August 2004.

²⁷ Team Members: Verna Howell –Clemson University, Frank Fleming –University North Carolina-Charlotte, Shannon Staten –University of Louisville, Bryce Lowe –Mississippi Valley State University, LaVerne Briggs –Virginia State University. August 2004.

Action Plan:

1. Develop a SEAHO outreach coordinator position who communicates with organizations that have shared professional interests. Position should be appointed by the president and be a non-voting member of the governing council. (*Added to Constitution on 2/20/05*)
Person Committee Responsible: President
Method of Measurement or Date of Completion: November 2005
2. Outreach Coordinator will initiate communications with NASPA and small college association(s) who represent professionals from the under-represented institutions in SEAHO.
Person Committee Responsible: Outreach Coordinator
Method of Measurement or Date of Completion: February 2006
3. Outreach Coordinator will initiate communication with SACSA to identify opportunities for mutual support.
Person Committee Responsible: Outreach Coordinator
Method of Measurement or Date of Completion: June 2006
4. Outreach Coordinator will serve as the official liaison to the SAACURH Regional Development Coordinator.
Person Committee Responsible: Outreach Coordinator
Method of Measurement or Date of Completion: June 2006
5. During 2004-05, and every three years thereafter, reevaluate the relationship agreement between SEAHO and ACUHO-I.
Person Committee Responsible: President-Elect
Method of Measurement or Date of Completion: Begin November 2004
6. Communicate quarterly with the Southern District Representative and SWACUHO president on matters of mutual interest.
Person Committee Responsible: President
Method of Measurement or Date of Completion: Begin November 2004

Goal 7: To explore, investigate and encourage collaboration.

Strategy 2: Redefine and strengthen the relationship with the state associations / groups.²⁸

²⁸ Team Members: Verna Howell – Clemson University, Frank Fleming –University, University North Carolina-Charlotte, Shannon Staten –University of Louisville, Bryce Lowe –Mississippi Valley State University, LaVerne Briggs –Virginia State University. August 2004.

Action Plan:

1. Update the responsibilities of the state representative related to SEAHO business.
Person Committee Responsible: Member at Large for State Representatives
Method of Measurement or Date of Completion: Begin November 2004
2. Conduct a survey, every two years, of the state representatives to identify opportunities for SEAHO to better support them in their roles.
Person Committee Responsible: Member at large for State Representatives
Method of Measurement or Date of Completion: Begin February 2005

Goal 7: To explore, investigate and encourage collaboration.

Strategy 3: Define SEAHO's relationship with initiatives and/or entities receiving SEAHO support (seed money, tax ID, leadership, and annual conference guests etc.).²⁹

Action Plan:

1. Identify the groups receiving SEAHO support (ART, SPE, RELI, ACUHO-I Foundation, SAACURH, NHTI) and research the nature of the relationship with each entity.
Person Committee Responsible: Past Treasurer / Treasurer
Method of Measurement or Date of Completion: Begin November 2004
2. Determine if the relationship with each group should be continued as is, continue with changes or be discontinued.
Person Committee Responsible: Past Treasurer / Treasurer
Method of Measurement or Date of Completion: Begin November 2005
3. Develop a set of standard expectations addressing communication, fiscal management, liability, etc., for any group which SEAHO has a continuing relationship.
Person Committee Responsible: Past Treasurer / Treasurer
Method of Measurement or Date of Completion: Begin November 2005
4. Establish the nature of membership rights for institutions attending SEAHO but located outside the SEAHO region.
Person Committee Responsible: Member at Large for Committees / Membership Services Chair
Method of Measurement or Date of Completion: Begin November 2005

²⁹ Team Members: Verna Howell – Clemson University, Frank Fleming –University North Carolina-Charlotte, Shannon Staten –University of Louisville, Bryce Lowe –Mississippi Valley State University, LaVerne Briggs –Virginia State University. August 2004.