



# GLACURH

STRATEGIC PLAN 2016-2019

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# ACKNOWLEDGEMENTS

GLACURH would like to thank all of the talented student leaders and representatives in our region who took part in the creation of this strategic plan. We are incredibly proud of each of our member schools and representatives for their achievements and efforts on their campuses and within our organization. The following groups and people are just a few of the hard working teams that have greatly contributed to this document.

## **GLACURH REGIONAL BOARD OF DIRECTORS**

### **STRATEGIC PLANNING COMMITTEE**

- Elliott Hendrick, GLACURH Regional Director (May 2015-January 2016)
- Haylie Chamarro, GLACURH Regional Director (January 2016-June 2016)
- Julie Goodwin, GLACURH Associate Director for Finance and Administration
- Geoffrey Koester, GLACURH Associate Director of NRHH
- Kayla Garrett, RHA President for Ferris State University
- Kathie Wilson, RHA NCC for Indiana University Purdue University Indianapolis
- Tyler Letlebo, RHA NCC for University of Wisconsin-Stout

### **GLACURH ADVISOR**

- Abbas Hill, GLACURH Regional Advisor



**PURPOSE**

The purpose of the GLACURH Strategic Plan is to provide a vision and clear direction for the future of the organization. With a clear direction, GLACURH will provide its member schools with the resources and skills necessary to be effective student leaders on college and university campuses.

**NEED**

As a result of the NACURH strategic plan, each region has been charged with creating its own strategic plan to continue to develop as a corporation. GLACURH felt it was important to develop a three-year plan to outline how to improve as a region and established a committee to develop a regional assessment and coordinate the creation of this document.

**IMPLEMENTATION**

In order to ensure the success of the strategic plan, all regional officers and members shall be invested in implementing the initiatives and accompanying goals in this document. The strategic plan is divided into the following sections, each with its own set of initiatives and goals to accomplish:

- GLACURH Finances
- GLACURH NRHH
- GLACURH Programming
- GLACURH Recognition
- GLACURH Services

**REGIONAL PURPOSE STATEMENT**

Pursuant with the National Articles of Incorporation and Bylaws, GLACURH shall promote academic, intellectual, cultural and social understanding among the individual member schools and their representatives, stimulate interest and effort in campus and residence hall affairs, and develop maturity and responsibility in self-government. In accordance with these objectives, this organization shall integrate the ideas and exchange the ideas of its members and provide programs of mutual benefit, through achievement, act as the voice of the students in the residence halls through information exchanges and conferences.

**REGIONAL COMMITMENT TO DIVERSITY STATEMENT**

The Great Lakes Affiliate of the National Association of College and University Residence Halls, Incorporated, is a student-run organization whose purpose is to provide communication, education, and leadership development opportunities in residence hall systems across the country and around the world. Students comprising the membership of our organization are of different abilities, races, ethnicities, sexual identities, religions, ages, genders, personal beliefs, and political affiliations. As such, GLACURH is a truly representative body of a truly multicultural population and is committed to promoting an atmosphere conducive to embracing and celebrating individual differences and lifestyles. We accept the responsibility to act aggressively and proactively toward educating our membership. We strongly encourage schools to build conference delegations representative and inclusive of the

# EXECUTIVE SUMMARY

diversity of the people of their individual campuses. Ultimately, we strive for an understanding, appreciation, and celebration of diversity.

## **MISSION STATEMENT**

As an organization, NACURH, empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

## **VISION STATEMENT**

The National Association of College and University Residence Halls, NACURH Incorporated, seeks to create a network of engaged citizens sharing common experiences through residential leadership opportunities.



# HISTORY

The Great Lakes Affiliate of College and University Residence Halls is a student-run organization working to promote and improve student life on college and university campuses across the region, including Michigan, Ontario, Wisconsin, Illinois, and Indiana. This group is primarily focused on providing quality programming and activities for on-campus residents that will make their college experience a positive one.

GLACURH was formed in 1968 as part of the Midwest region at the 1968 MACURH Conference. The states now within GLACURH grew very large and succeeded from MACURH, forming its own region. There are eight regions in NACURH, stretching from the east coast, north to Canada, south to Mexico, and west to Australia. These eight regions function on their own, each holding a regional conference and a regional business meeting. Regional conferences are held in the late fall and regional business meetings held in the early spring. Each region elects its own board of directors as well as rewards member schools in their region. The director and associate director represent the region on the National Board of Directors, NBD.

GLACURH is an organization that helps the facilitation of ideas between schools. Through the organization we provide member schools with the resources for the exchange of information to improve their campus climate and develop strong leaders at their respective institutions. This is achieved through business meetings, informational materials and the annual conference, which serves to foster the exchange of ideas. These gatherings also allow students time to grow as leaders and individuals through programming and networking with member schools. GLACURH also helps schools generate program initiatives at their respective colleges and universities. Through a motivational and inspirational display of school spirit and a commitment to benefiting on-campus students, the conference encompasses the true essence of the organization. As an entity of NACURH, Inc. GLACURH strives to provide a diverse environment to build on the foundation created at the universities and colleges of conference delegates and National Communication Coordinators. GLACURH recognizes that the students comprising the membership of our organization are of different abilities, races, ethnicities, sexual orientations, religions, ages, genders, personal beliefs, and political affiliations. As such, GLACURH strives to be a truly representative body of a truly multicultural population and is committed to promoting an atmosphere conducive to embracing and celebrating individual differences and lifestyles. We accept the responsibility to act aggressively and proactively toward educating our membership. We strongly encourage schools to build conference delegations representative and inclusive of the diversity of the people of their individual campuses. Ultimately, we strive for an understanding, appreciation, and celebration of diversity.

The Regional Board of Directors works to carry out the functions of GLACURH together with the NCC's who represent their schools. All of this is to benefit the member schools, whose members comprise all of the residents at your institutions. It is GLACURH's goal to provide member and prospective schools throughout our region with the finest and most innovative tools to successfully communicate and partake in the GLACURH experience and to help create a support system for individual on-campus organizations in the region.

# PLANNING PROCESS

## MAY 2015

- NACURH Strategic Plan Resolution passed at 2015 NACURH annual conference, charging each region to develop their own strategic plan

## SEPTEMBER 2015

- Applications for the GLACURH Strategic Planning Committee (SPC) went out to the region

## OCTOBER 2015

- SPC members were selected and notified
- First SPC meeting held via Zoom
- SWOT Analysis performed by RBD at Fall Retreat

## NOVEMBER 2015

- SWOT Analysis performed by SPC via Zoom
- Regional Assessment Survey created by SPC and CO for Outreach and Special Projects, Daniel Hill
- Regional Assessment Survey was distributed during boardroom at the GLACURH 2015 Regional Conference

## DECEMBER 2015

- SPC reviewed survey results and identified areas to focus on for regional improvement
- Focus areas were assigned to each SPC member

## JANUARY 2016

- Strategic Plan update was presented at the NACURH Semi-Annual Business Meeting to the NBD, NNB, and NACURH Executives for feedback
- The SPC Chair position was transitioned to the new Director of the Great Lakes Affiliate

## FEBRUARY 2016

- Regional Assessment Survey results were presented to RBD at the Winter Retreat
- Initial rough drafts were created and discussed by the SPC

## MARCH 2016

- Regional Assessment Survey results were presented to the region at No Frills 2016
- Strategic Plan update was present at No Frills 2016 to the region for feedback

## APRIL 2016

- First rough draft and survey for GLACURH feedback sent out to the region
- Feedback roundtables were held with the region

# PLANNING PROCESS

## MAY 2016

- Regional Board of Directors for 2016-2017 year went through the Strategic Plan to create goals and assign responsibilities for the year.

## JUNE 2016

- Present Strategic Plan to GLACURH
- Begin implementation of GLACURH Strategic Plan



**INITIATIVE:** INCREASE REGIONAL KNOWLEDGE OF FINANCES**GOALS**

- Sending out of the Regional Budget Monthly
- Putting into policy the fact that the financial reports presented at conferences be posted on the website one week before the start of the conference
- Identify finances as an “essential program” for GLACURH-U (refer to GLACURH Programming)
- Make regional finance knowledge transferrable to use in campus level organizations; transfer focus on finances to campuses rather than the region to allow them to budget effectively and efficiently on campus

**STAKEHOLDERS**

- Regional Finance Officer, RBD, Regional Advisor

**PRIORITY**

- This should be high priority to ensure regional finances are properly managed and maintained

**TIMELINE**

- Year 1: Each year work more on budget transparency (ongoing)
- Year 1: Create the policy to post the financial reports before conferences (ongoing)

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be the budget being posted before the conference and the region being more knowledgeable of regional finances

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** FUNDRAISING ON REGIONAL AND NACURH LEVELS**GOALS**

- Find new fundraising opportunities for the Region
- Find new Philanthropic fundraising opportunities for Regional Philanthropy
- Create an investment plan
- Promote Advancement Society
  - Create guides and information to get regional interest in the Advancement Society

**STAKEHOLDERS**

- Regional Finance Officer, RBD, Regional Advisor

**PRIORITY**

- This should be high priority to ensure regional finances are properly managed and maintained

**TIMELINE**

- Y1 Create investment Plan
- Y1 Create Philanthropy Pin
- Y1 Create Advancement Society Guides
- Y2 Create Advancement Society Advertisements
- Y2 Look for future Investment possibilities
- Y3 Reassess how the Region Utilizes the Advancement Society Membership and inductions

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be creation of new guides and resources and the implementation of an investment plan into the region

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** FUNDRAISING ON CAMPUS LEVEL**GOALS**

- Identify finances as an “essential program” for GLACURH-U (refer to GLACURH Programming)
  - Provide roundtable opportunities for delegates to share best practices
  - Reach out to OCM for assistance with this programming as a resource
- Create fundraising guides for campuses who are able to raise funds
- Create fundraising guides for campuses who are not able to raise funds but are able to collect goods

**STAKEHOLDERS**

- Regional Finance Officer, RBD, Member Schools

**PRIORITY**

- This should be medium priority because while it is essential that member institutions have resources for best practice fundraising, GLACURH-U will not be developed and ready to implement until Y2

**TIMELINE**

- Y1: Create the fundraising guides
- Y2: Implement and develop GLACURH-U programming

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be creation of new guides and resources and the implementation of fundraising into the region

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** AWARENESS OF NRHH**GOALS**

- Promote Chapter Activities Across the Region
  - Show what is possible to do as a NRHH chapter for schools interested in creating a chapter of their own
  - Share ideas between current NRHH chapters on social media, in newsletters, and at conferences
- Define NRHH/RHA Co-Existence
  - Provide guides that elaborate on the coexistence of both organizations on a single campus
  - Define the relationship in regards to programming, conferences, etc. for leaders in NRHH and RHA
- Add more NRHH presence at conferences
  - Emphasize bringing NRHH delegates
  - Provide programming for NRHH chapters at conferences
  - Continue to clarify NCC/NRHH-CC role in boardrooms
- Support and promote the individuality of chapters
  - Conduct an assessment of what chapters are doing individually and share results with NRHH chapters

**STAKEHOLDERS**

- AD-NRHH / RBD / NRHH-CCs / NRHH Chapters / Conference Hosts / RHA representatives

**PRIORITY**

- Medium to High

**TIMELINE**

- Can begin implementing in Y1
- Provide assessment at 2016 Regionals and adjust accordingly

**SUCCESS INDICATORS**

- Members will have an understanding of NRHH and know more about the organization as a whole

**SOURCE**

- Regional Assessment / SPC



**INITIATIVE:** AWARENESS OF AD-NRHH AND NAN**GOALS**

- Regular outreach hours for AD-NRHH
- Promote the role of the NAN
  - Explain via guides and social media what the NAN does and how that role can support chapters directly
- In-Person or Virtual Attendance at Chapter Meetings
  - Visit chapter meetings, induction ceremonies, programming, etc. either in-person (when fiscally responsible) or virtually via Zoom or another method

**STAKEHOLDERS**

- NAN / NACURH Executives / AD-NRHH / RBD / CCs / NRHH Presidents

**PRIORITY**

- High

**TIMELINE**

- Can begin implementing in Y1
- Coordinate with NAN on NACURH-level implementation

**SUCCESS INDICATORS**

- Members will know who to reach out to for various needs and questions and communication processes will be expedited

**SOURCE**

- RBD / Regional Assessment / SPC



**INITIATIVE:** EARLY ALUMNI, MEMBER REMOVAL & TRANSFER REQUESTS**GOALS**

- Evaluate the request forms and update them accordingly
  - Move forms to a more digital format for ease of use
  - Determine what is necessary in each form and make sure chapters are able to provide all requested information
- Develop a tracking system for each process to carry over from year to year and from AD-NRHH to AD-NRHH
- Hold chapters accountable for completing the official processes and communicating with the region
  - Spread awareness of these processes in conversations and advertising
  - Develop accountability methods for chapters that do not follow the outlined policy requirements

**STAKEHOLDERS**

- AD-NRHH / NAN / CCs / NRHH presidents

**PRIORITY**

- Medium to High; refer to timeline

**TIMELINE**

- Research and begin ideas in Y1
- Finalize implementation in Y2 & Y3

**SUCCESS INDICATORS**

- There will be a database in place for storing and tracking forms from year to year to maintain the history of NRHH

**SOURCE**

- RBD



**INITIATIVE:** PROVIDING NETWORK OPPORTUNITIES FOR CHAPTERS**GOALS**

- Promote the use of NACURH and Regional NRHH Facebook groups
- Support the NACURH NRHH membership database and develop a region-specific database
- Evaluate other potential online mediums for connecting
  - Website, message board, other social media, etc.
- Create a brotherhood/sisterhood feeling among chapters
  - Provide opportunities for members to get to know each other at conferences and via Zoom, e.g. icebreakers, team building, etc.

**STAKEHOLDERS**

- AD-NRHH / RBD / NAN / CCs / NRHH members

**PRIORITY**

- Medium to High; refer to timeline

**TIMELINE**

- Social media in Y1 and continuing
- Membership database in Y1 and Y2
- Other mediums in Y2 and Y3

**SUCCESS INDICATORS**

- Activity on Facebook groups will increase and additional networking methods will be established and utilized at a similar level

**SOURCE**

- Regional Assessment / SPC



**INITIATIVE:** OTM EDUCATION AND PROMOTION**GOALS**

- Complete an updated OTM Writing Guide that is user friendly and interactive, potentially designed as a web page rather than a PDF
- Provide OTM writing webinars via Zoom and GLACURHTV
- Promote OTM submissions on social media
  - Provide the content of exceptional OTMs in addition to the author/nominee names and institutions as a resource
- Continue posting OTM winners on regional website

**STAKEHOLDERS**

- AD-NRHH / RBD / OTM Committee / OTM authors and winners

**PRIORITY**

- Medium to High

**TIMELINE**

- Y1 to Y2

**SUCCESS INDICATORS**

- There will be more OTM submissions and regional winners and the quality of OTM nominations will also increase

**SOURCE**

- RBD



**INITIATIVE:** INCREASE PRACTICE OF “SERVICE” VALUE**GOALS**

- Implement a service tracker for chapters to fill out online to log service hours and activities
- Create a competition/traveling trophy for service hours similar to the OTM traveling trophy for recognition

**STAKEHOLDERS**

- AD-NRHH / RBD / NRHH presidents / NRHH members

**PRIORITY**

- Medium

**TIMELINE**

- Y2

**SUCCESS INDICATORS**

- There will be a functioning service tracker for regional chapters to use to log service hours. A traveling trophy will be ordered and awarded

**SOURCE**

- Strategic Plan Feedback



**INITIATIVE:** ENHANCE CONFERENCE PROGRAMMING**GOALS**

- Develop training and resources for Conference Programming Chairs
  - Establish guidelines for programming tracks
  - Create recommended timeline for program selection
    - Open programming submissions
    - Closing programming submissions
    - Reviewing program submissions
    - Selection notification
  - Create standard program submission form
  - Create standard program evaluation form
  - Share tips and best practices for assessing quality programs
  - Determine if legislation is necessary for standardization
- Increase the quantity and diversity of programs presented at regional conferences
  - Produce conference programming guide for CCs and delegates
  - Encourage schools to submit a program (one per track)
  - Host a virtual conference programming session(s)
    - Discuss how to develop and present a program
    - Brainstorm ideas for programs
  - Provide a lists of previous Top Ten programs to avoid redundancy
  - Recognize Top Ten programs via regional conference website and regional website
  - Host program education session at No Frills and NACURH Annual Conference

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools / Conference Staff

**PRIORITY**

- This is of medium priority because while program submissions have decreased, it has not had a significant negative impact on the conference experiences

**TIMELINE**

- Initiate development of resources and training in Y1
- Initiate and continue sharing programming resources and education throughout affiliation years 2017-2019

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be an increase in the quantity and diversity of programs presented at conferences per year

**SOURCE**

- SPC / Regional Assessment Survey

**INITIATIVE:** GLACURH U PROGRAMMING**GOALS**

- Develop guidelines and standards for GLACURH U Programming
  - Benchmark against other regions who have established similar programming sessions
  - Establish essential sessions with accompanied learning outcomes
  - Establish an assessment for GLACURH U programming sessions
- Ensure GLACURH U Programming is executed at regional and NACURH conferences
  - Work with directorship and RBD to secure a time for RBD to present GLACURH U sessions at regional and NACURH conferences
  - Recruit and educate returning CCs and committee members to present
  - Determine if legislation is necessary for standardization

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools/Conference Staff

**PRIORITY**

- This is of medium priority because educating our member schools about GLACURH will be a catalyst to accomplishing other goals

**TIMELINE**

- Initiate guidelines and standards in Y1
- Execute GLACURH U Programming in Y2 and continue in affiliation years 2017-2019

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be a consistent GLACURH U Programming sessions each year and positive feedback from assessments

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** INCREASE IN AWARD AND POSITIONAL BID SUBMISSIONS**GOALS**

- Provide training and education to CCs
  - Hold a “Tips to Transition Your CC-IT” education session at the No Frills Business Meeting/NACURH Breakout
  - Bid education sessions at all conference and business meetings
  - Maintain, update, and promote the GLACURH Bidding Guide
- Make schools aware of the benefits of bidding
  - For example: Using bids for RFI submissions
- Hold and record a webinar
  - Outline the bid process
    - What software to use
    - What to include in the bid
  - Interview those who have created and won awards
    - Tips
    - Benefits of bidding
- Advertise Positions
  - Regional Board of Directors can encourage those within committees and other stand outs to bid
  - Hold chats to discuss positions
  - Spotlight one position per MOWII Monday starting after the GLACURH Annual Conference
    - Use the clarification documents
    - Post on all social medias
  - Promote “Positional Clarification Documents”
- Keep advisors and professional staff members informed on GLACURH opportunities for students
  - Distribute bid checklist, that includes all bids available for schools to submit bids for and which conference/business meeting they can submit them at
  - Distribute information through GLACUHO and Advisor Listservs

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools

**PRIORITY**

- This is of high priority because this is instrumental in changing the culture

**TIMELINE**

- First “Tips to Transition Your CC-IT” education session needs to first be presented at No Frills 2017 (Y1) / Ongoing
- First bid education session presented at GLACURH 2017 (Y1) / Ongoing
- Webinar needs to be completed and made by NACURH 2017 (Y1)

GLACURH RECOGNITION

**INITIATIVE:** INCREASE IN AWARD AND POSITIONAL BID SUBMISSIONS (CONT'D)

- Maintain, update, and promote the GLACURH Bidding Guide (ongoing)
- Continue promoting RBD Positions (Ongoing)
- Maintain flow of information to advisors (Ongoing)

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be an increase in bid submissions each year

**SOURCE**

- SPC / RBD / Regional Assessment Survey

**INITIATIVE:** INCREASE CONFERENCE & BUSINESS MEETING BID SUBMISSIONS**GOALS**

- Provide training and education to CCs
  - Hold a “Tips to Transition Your CC-IT” education session at the No Frills Business Meeting/NACURH Breakout
  - Bid education sessions at all conference and business meetings
  - Maintain, update, and promote the GLACURH Bidding Guide
- Make schools aware of the benefits of bidding
  - For example: Using bids for RFI submissions
- Hold and record a webinar
  - Walk through the “How to Bid for and Host a Conference Resource Guide”
  - Outline the bid process
    - What software to use
    - What to include in the bid
  - Interview those who have hosted
    - Tips
    - Benefits of hosting
- Develop a Marketing Strategy
  - Regional Board of Directors can encourage can encourage member schools
  - Hold chats to discuss hosting
  - Promote “How to Bid for and Host a Conference Resource Guide”
- Keep advisors and professional staff members informed on GLACURH opportunities for students by forwarding along the aforementioned resources

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools

**PRIORITY**

- This is of high priority because conferences are essential to the growth and development of GLACURH and the support of our member schools

**TIMELINE**

- Webinar needs to be completed and made available by NACURH 2017 (Y1)
- Initiate all goals in Y1 and continue throughout affiliation years 2016-2019

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be an increase in conference host-site bid submissions each year

**SOURCE**

- SPC / RBD / Regional Assessment Survey



# GLACURH RECOGNITION

## **INITIATIVE:** IMPROVE CULTURE OF RECOGNITION IN THE REGION

### **GOALS**

- Have a recognition ceremony during No Frills dinner where winners are announced and plaques are given out
- Have education of pins when they are given out at NACURH Regional Breakout Session
- Have a PowerPoint or Prezi accompany OTM Certificates when being passed out
- Recognition Newsletter throughout GLACURH
  - Spotlight OTMs, award categories, and past award winners

### **STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools

### **PRIORITY**

- This is of high priority because this is instrumental in getting member institutions involved, feeling supported, and engaged in the region

### **TIMELINE**

- Announcement of winners and distribution of certificates by the end of business at No Frills (Y1 & Y2)
- Recognition ceremony at No Frills (Y3)
- Initiate PowerPoint/Prezi (Y1) and Recognition Newsletter (Y2)

### **SUCCESS INDICATORS**

- Successful implementation of this initiative would be increase in participation, regional assessment survey and informal feedback

### **SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** AFFILIATION OF MEMBER SCHOOLS**GOALS**

- Provide resources for affiliation during annual NACURH Conference
  - Communicate in a clear and concise manner on the affiliation process leading up to NACURH
  - Send out information via GLACURH's social media accounts
- Remove Stigma around Resource File Index
  - Encourage the outgoing NCCs to either complete the RFI for the following year or assist the incoming NCCs with writing of the RFI
  - Provide education about the Resource File Index during affiliation education

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools

**PRIORITY**

- This is of medium priority because while it is important for retention, it has not shown to be the greatest challenge

**TIMELINE**

- First affiliation education session needs to be presented at NACURH 2017 (Y1) and Ongoing

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be positive feedback on the affiliation process in the Regional Assessment Survey

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** EDUCATE MEMBER SCHOOLS ABOUT THE IDENTITY OF GLACURH**GOALS**

- Discuss the history and strategic plan for GLACURH
  - Outline RBD goals into a regional timeline before annual GLACURH conference
  - Discuss the reasoning behind actions and decisions pertaining to the strategic plan at regional conferences
- Communicate the various resources available to the CCs
  - Alert member schools to available resources by utilizing the MOWII Mondays and through discussion at the annual conferences
- Discuss positions within the RBD
  - Review positions during boardroom at the annual GLACURH conference
  - Showcase a position and its positional duties on a biweekly basis through the various social media accounts

**STAKEHOLDERS**

- RBD / NCCs / NRHH-CCs / Advisors / Member Schools

**PRIORITY**

- This is of medium-high priority because it is important for members to feel as though they can identify with and understand the structure of GLACURH to feel connected to the region

**TIMELINE**

- Initiate in Y1 and continue through affiliation years 2016-2019
- Include questions pertaining to GLACURH history and strategic plan 2016-2019 within regional assessment surveys (2017 & 2019)

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be positive feedback of the GLACURH history in the Regional Assessment Survey

**SOURCE**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** EDUCATE MEMBER SCHOOLS ABOUT NACURH**GOALS**

- Personify the NBD
  - Refer to names when mentioning positions within the NBD
  - Educate members about the roles and responsibilities of each position
- Personify the NACURH Office(s)
  - Inform schools of the purpose of the Office(s)
- Discuss the NACURH strategic plan with region
  - Explain reasoning behind changes made at the NACURH level that affect the region

**STAKEHOLDERS**

- RBD / NCCs / NRHH CCs / Member Schools

**PRIORITY**

- This is of medium-high priority because it is important for GLACURH members to feel connected to NACURH and understand the changes being made within the corporation

**TIMELINE**

- Initiate in Y1 and continue through affiliation years 2016-2019
- Include questions pertaining to NACURH structure within regional assessment surveys (2017 & 2019)

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be positive feedback of the NACURH structure in the Regional Assessment Survey

**SOURCES**

- NCCs / RBD / SPC



**INITIATIVE:** RECRUIT NEW MEMBER SCHOOLS**GOALS**

- Increase Ontario Member School Affiliations
  - Assess GLACURH experience of current Ontario member schools
  - Establish marketing plan for recruiting new Ontario member schools
- Increase Total Member School Affiliations
  - Establish marketing plan for recruiting new member schools
    - Utilizing GLACURHTV
  - Make personal contact with institutions who are not currently affiliated
- Establish and maintain an electronic New Member School Affiliate Packet
  - This packet should include:
    - Welcome letter from RBD
    - Links to GLACURH Resources
    - RBD Member Information
    - Conference Information

**STAKEHOLDERS**

- RBD/ NCCs/ NRHH CCs/Member Schools

**PRIORITY**

- This is of high priority because it is important for GLACURH to increase our support of schools within our region

**TIMELINE**

- Initiate in Y1 and continue through affiliation years 2016-2019

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be growth in member school affiliations each year

**SOURCES**

- SPC / RBD / Regional Assessment Survey



**INITIATIVE:** DEVELOP A DIGITAL MEDIA PLAN**GOALS**

- Create an assessment to analyze how digital media is used and what is used by the region
  - Look at regional assessment from November 2015 for a general overview of digital media use and audience
  - Look at analytics data for digital media posts to determine audience and response rates
- Develop a digital media plan for the future use of media within the region
  - Use results from the assessment to guide the creation of best practices for digital media use

**STAKEHOLDERS**

- RBD/ NCCs/ NRHH CCs/Member Schools

**PRIORITY**

- This is high priority because it how we give information out to the information and it is critical to get information out efficiently and effectively

**TIMELINE**

- Y1: Provide assessment at regional conference in Fall 2016
- Y1: Begin to create the digital media plan
- Y2: Finalize the digital media plan

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be a detailed digital media plan being available for the RBD and region for future use

**SOURCES**

- RBD / NCCs / NRHH CCs / Regional Assessment Survey



**INITIATIVE:** ENHANCE REGIONAL DIGITAL MEDIA PRESENCE**GOALS**

- GLACURH Website
  - Dedicate the website to being the main “social hub”
    - Have all information that is posted on any of the social media websites link back to the GLACURH website for a more in-depth description
  - Link the “News & Headline” section of the website to the MOWII Mondays
    - Create a brief description and link that will take readers to the website for a more in-depth description
  - Link all social media sites to the website for easier access
- GLACURH Facebook Page
  - Distribute a minimum of one announcement per week
    - Alert followers to important aspects: such as affiliation, bidding timelines, conference timelines, conference alerts/announcements, positional changes within the RBD, and committee accomplishments
  - Showcase a member school within the region
    - Create a post that showcases a member school
  - Support and share any NRHH Facebook page announcements
  - Share annual conference page posts pertaining to information or changes with the annual conferences
- GLACURH NRHH Facebook Group
  - Distribute announcements when the Associate Director of NRHH sees fit.
    - Announcements could pertain to award timelines, OTM announcements, and a brief accomplishment list of NRHH Committee meetings
- GLACURH Twitter Page
  - Distribute a minimum of one “tweet” per week
    - Alert followers to important aspects: such as affiliation, bidding timelines, conference timelines, conference alerts/announcements, positional changes within the RBD, and committee accomplishments
  - Showcase a member school within the region
    - Create a post that showcases a member school
  - “Tweet” fun facts about the region and its history or “tweet” memes
  - “Tweet” alerts to followers about other GLACURH social media accounts
- GLACURH YouTube Page
  - Upload roll call videos from Regional Conferences
  - Develop Regional Conference Recap Video with the Regional Conference Team
  - Create webinars for training and resource purposes
  - Upload regional cheers
- MOWII Monday Newsletters
  - Create brief descriptions that link to the GLACURH website for more in-depth information



**INITIATIVE: ENHANCE REGIONAL DIGITAL MEDIA PRESENCE (CONT'D)**

- Streamline a general format for MOWII Mondays
  - Share MOWII Monday Updates on social media platforms as well
- Hootsuite
  - Integrate the usage of Hootsuite to better simplify the management process of all social media accounts
  - Educate schools on the usage of Hootsuite, how it is helping the region, and how it may assist member schools with their own social media management process
- Use information from digital media assessment survey in year one to guide all uses of digital media for the region

**STAKEHOLDERS**

- RBD/ NCCs/NRHH CCs

**PRIORITY**

- This is of high priority because these platforms are the face of the region and oftentimes the first thing that member schools and the public are exposed to

**TIMELINE**

- Y1: Develop the GLACURH Facebook Page & the GLACURH NRHH Facebook Page
- Y1: Streamline the format of the MOWII Monday Newsletters into a layout
- Y1 & Y2: Develop the GLACURH Website into being the main “social hub” for GLACURH
- Y1 & Y2: Develop upon the usage of the GLACURH Twitter Page
- Y2: Develop upon the usage of the GLACURH YouTube Page
- Y2: Assess whether the region would like to utilize and develop the GLACURH Instagram account and the GLACURH Pinterest Page and/or any other additional social media platforms
- Y3: Utilize Hootsuite to simplify the management process of the regional social media accounts

**SUCCESS INDICATORS**

- Successful implementation of this initiative would be positive feedback of the website and social media usage in the Regional Assessment Survey and ongoing RBD assessment

**SOURCE**

- RBD / NCCs / NRHH CCs

# PROPOSED TIMELINE

## YEAR ONE (Y1) | 2016-2017

- Initiate development of resources and training for Conference Programming Chair
- Initiate guidelines and standards for Conference Programming
- Develop guidelines and standards for GLACURH U Programming
- Assess Digital Media Usage
- Create Digital Media Plan
- Create and execute education sessions
- Create all webinars
- Develop marketing plan to promote Conference Hosting
- Begin recognition at No Frills with certificates
- Create policy to post financial reports before conferences
- Create Advancement Society Materials
- Create Investment Plan
- Create Fundraising Guides
- Promote Chapter Activities
- Begin research for automated system for NRHH
- Develop NRHH Service Tracking

## YEAR TWO (Y2) | 2017-2018

- Execute GLACURH U Programming
- Continue Programming initiatives from Y1
- Implement Digital Media Plan
- Create and distribute Recognition Newsletter
- Look for new investment opportunities
- Develop and execute Finance GLACURH-U program
- Implement Service Tracking
- Implement Region-specific Member database
- Record the OTM Webinar

## YEAR THREE (Y3) | 2018-2019

- Continue Programming Initiatives from Y1 and Y2
- Utilize Hootsuite to maintain social media use
- Execute Recognition Banquet at No Frills
- Assess the Advancement Society within the Region
- Reassess to discover effectiveness of initiatives



NEXT STEPS

Now that the GLACURH Strategic Plan has been developed, the Regional Board of Directors and members of the GLACURH Task Forces will play critical roles in its implementation over the next three years.

**REGIONAL STRATEGIC PLAN**

The GLACURH Regional Boards of Directors will have the main responsibility of ensuring that progress toward achieving the initiatives outlined in this document occurs. The RBD for 2016-2017 established goals for the 2016-2017 affiliation year that reflected initiatives set forth in this document at the Regional Board of Directors Transition Retreat in May 2016. The Regional Board of Directors shall update the region on progress toward achieving these initiatives at the GLACURH Regional Conference in November of 2016 and at the No Frills Business Meeting in 2017. The Regional Board of Directors will provide a similar report at NACURH 2017 with recommendations for the 2017-2018 Regional Board of Directors.



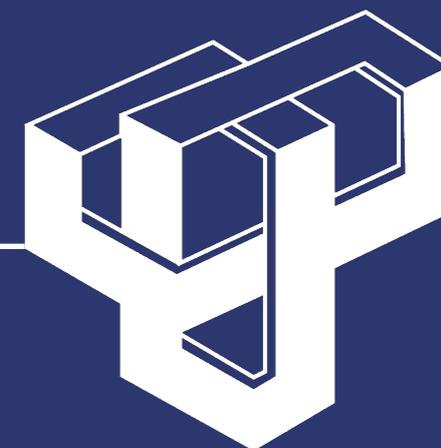
## APPENDIX A

# Regional Assessment Results

GREAT LAKES AFFILIATE OF NACURH, INC.

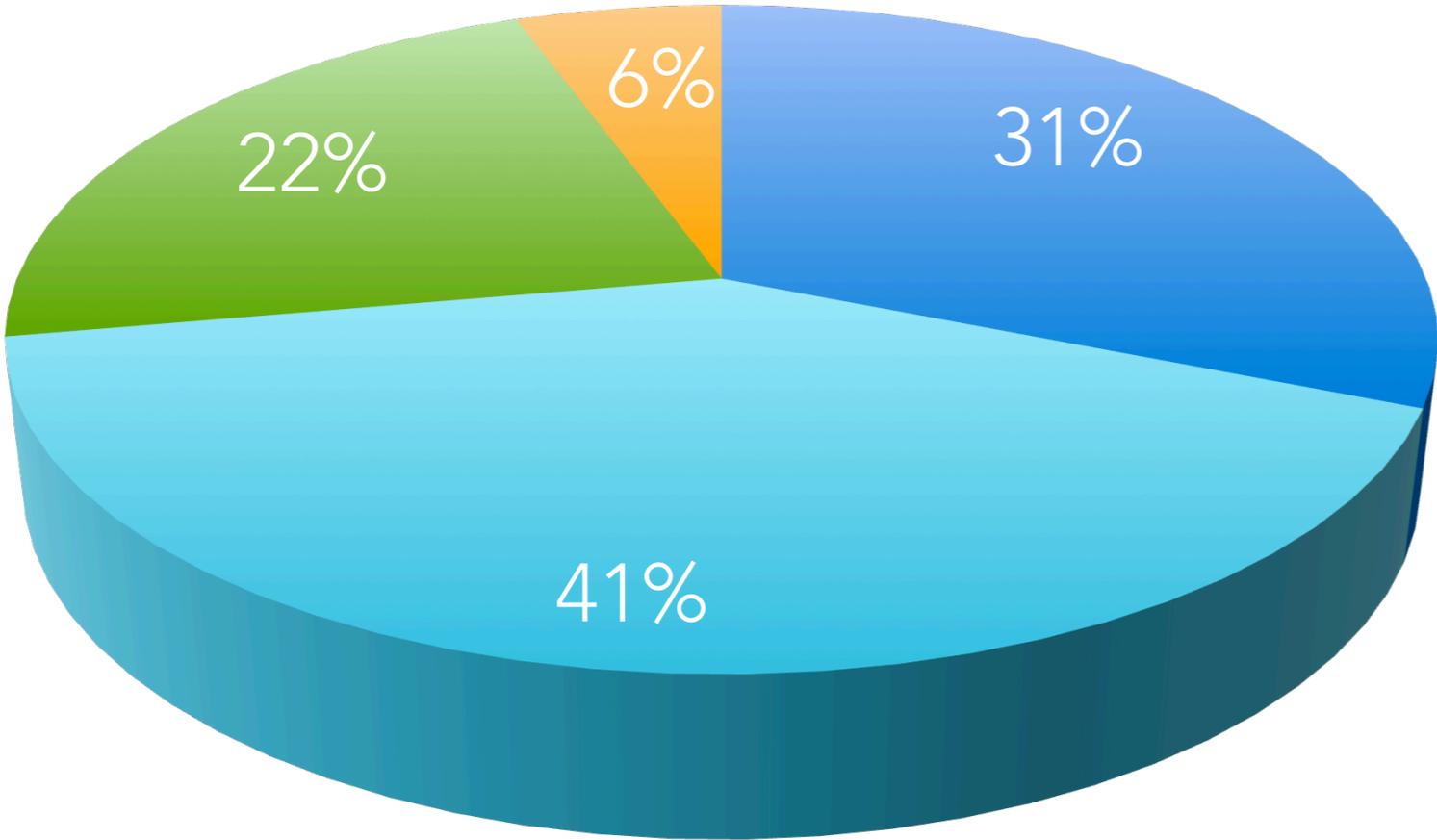
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# REGIONAL ASSESSMENT SUMMARY



# RESPONDENTS: TIME IN GLACURH

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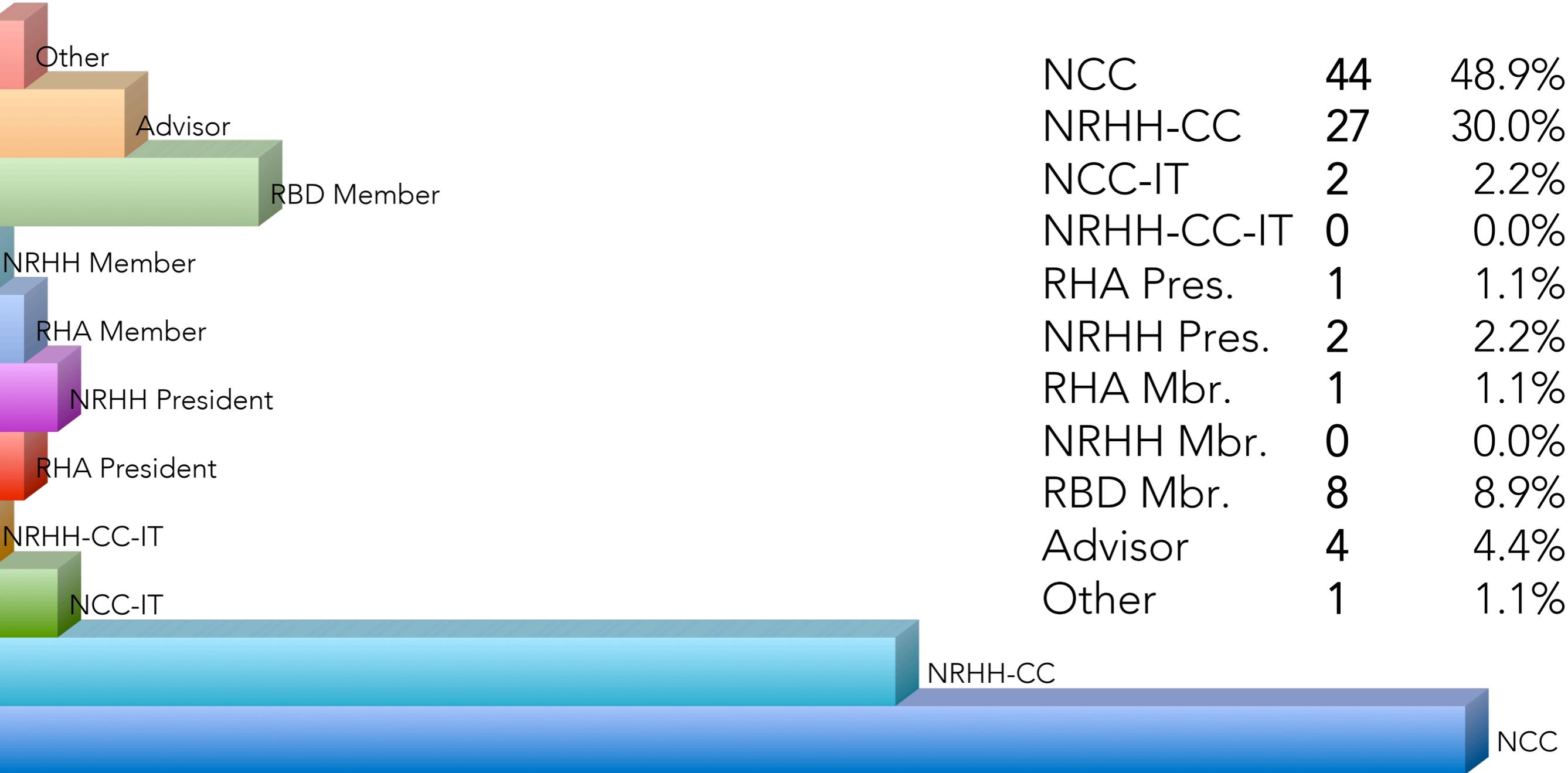


<1 Year	28	31.1%
1-2 Years	37	41.1%
3-4 Years	20	22.2%
>4 Years	5	5.6%

n=90



# RESPONDENTS: POSITION



n=90



# COMMUNICATION: EFFECTIVE MODES

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The RBD uses effective modes of communication between conferences



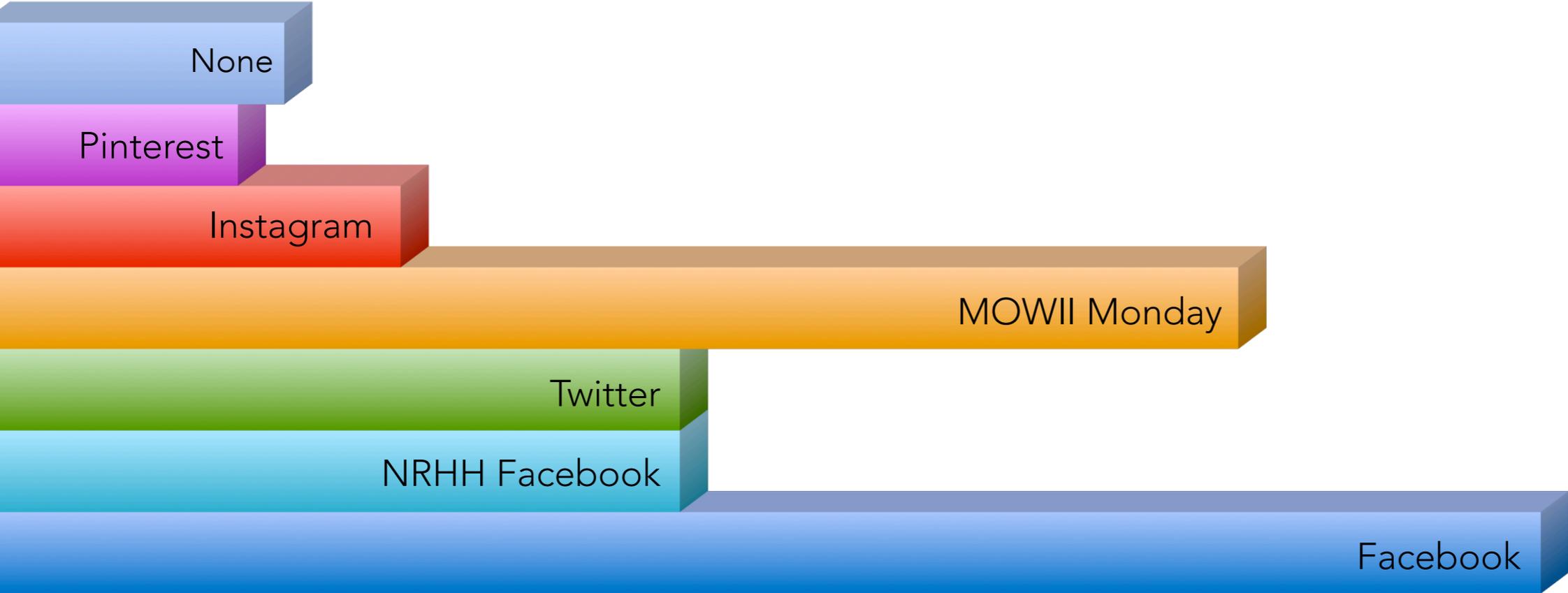
n=90

Strong Disagree	3	3.3%
Some Disagree	3	3.3%
Some Agree	35	38.9%
Strong Agree	44	48.9%
Unable to Comment	5	5.6%



# COMMUNICATION: SOCIAL MEDIA

Which of the following GLACURH social media accounts do you subscribe/follow



Facebook	67	74.4%
NRHH Facebook	30	33.3%
Twitter	33	36.7%
MOWII Monday	54	60%
Instagram	18	20%
Pinterest	11	12.2%
None	13	14.4%

n=90



# COMMUNICATION

---

What do you like best about GLACURH's modes of communication?

"I receive consistent emails on a regular basis that are informative"

"Responses are quick"

How could GLACURH improve their modes of communication?

"Some of the social media outlets should be posted on more often, especially twitter and Instagram."



# REGIONAL BOARD OR DIRECTORS

---

"The RBD is professional at conferences"



n=90

Strong Disagree	2	2.2%
Some Disagree	1	1.1%
Some Agree	7	7.8%
Strong Agree	76	84.4%
Unable to Comment	4	4.4%



# REGIONAL BOARD OF DIRECTORS

---

What is the best thing about the RBD's behavior at conferences?

"Friendly" : 7  
"Approachable": 16  
"Professional": 29

How could the RBD improve their behavior?

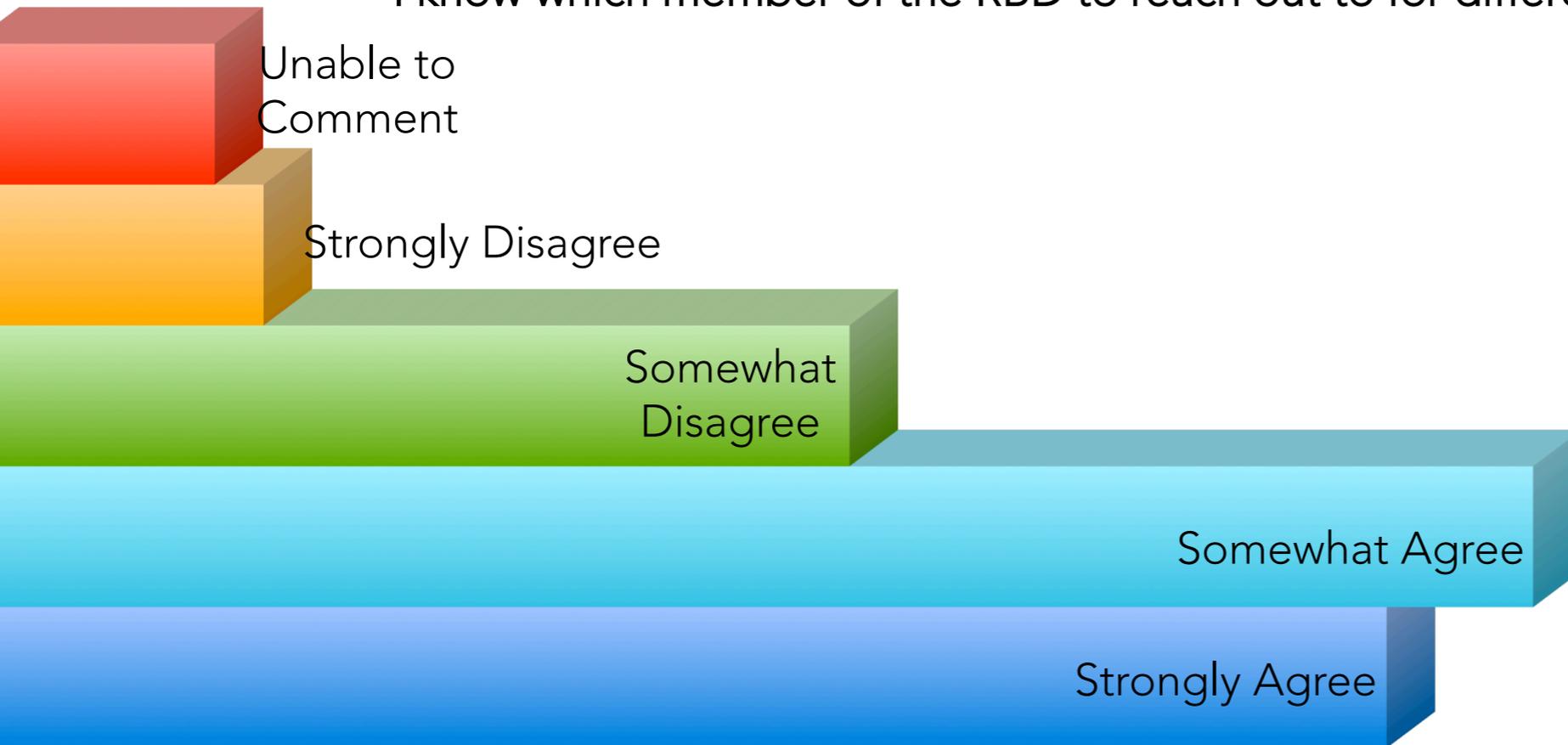
Interact more with the CCs  
between business.



# REGIONAL BOARD OF DIRECTORS

---

“I know which member of the RBD to reach out to for different types of problems”



n=90

Strong Disagree	6	6.7%
Some Disagree	18	20%
Some Agree	32	35.6%
Strong Agree	29	32.2%
Unable to Comment	5	5.6%



# REGIONAL BOARD OF DIRECTORS

---

**74.4%** Agree: RBD is getting to know students/advisors

**84.4%** Agree: Comfortable emailing RBD with questions

What ways does the RBD remain accessible?

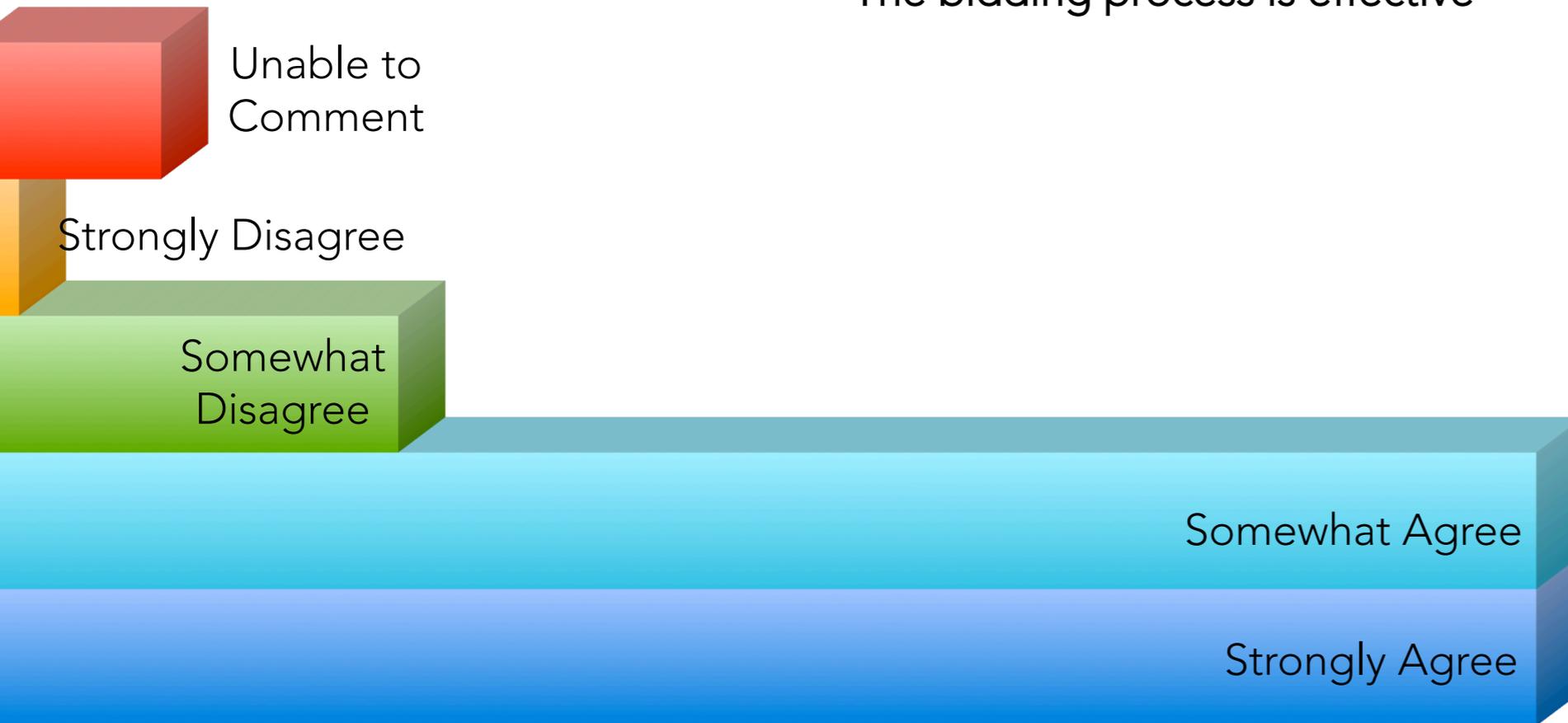
**Email and Social Media**



# SERVICES: BIDDING & AWARDS

---

"The bidding process is effective"



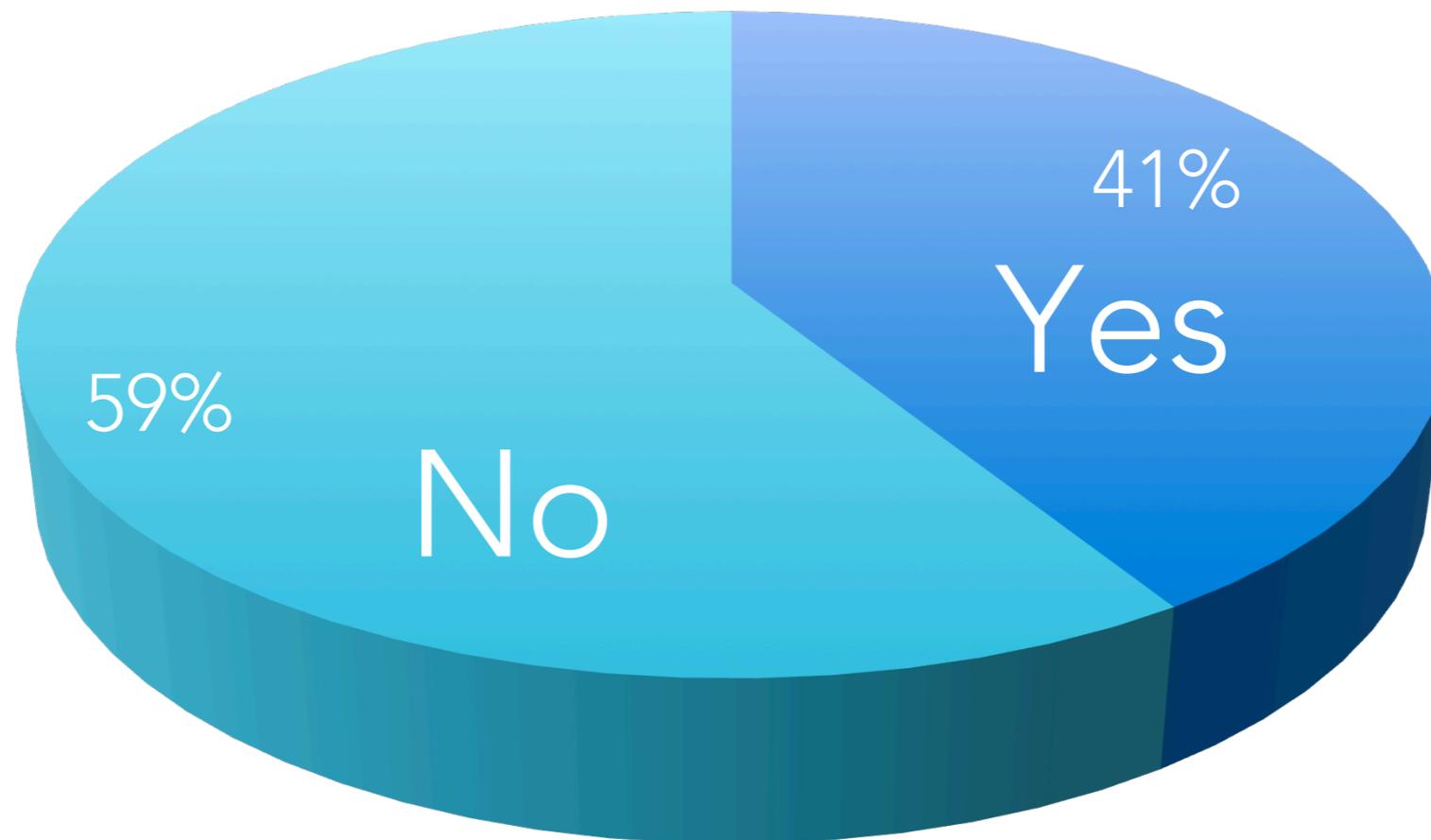
n=90

Strong Disagree	1	1.1%
Some Disagree	9	10%
Some Agree	33	36.7%
Strong Agree	33	36.7%
Unable to Comment	14	15.6%



# SERVICES: BIDDING & AWARDS

## Have you ever written a bid?



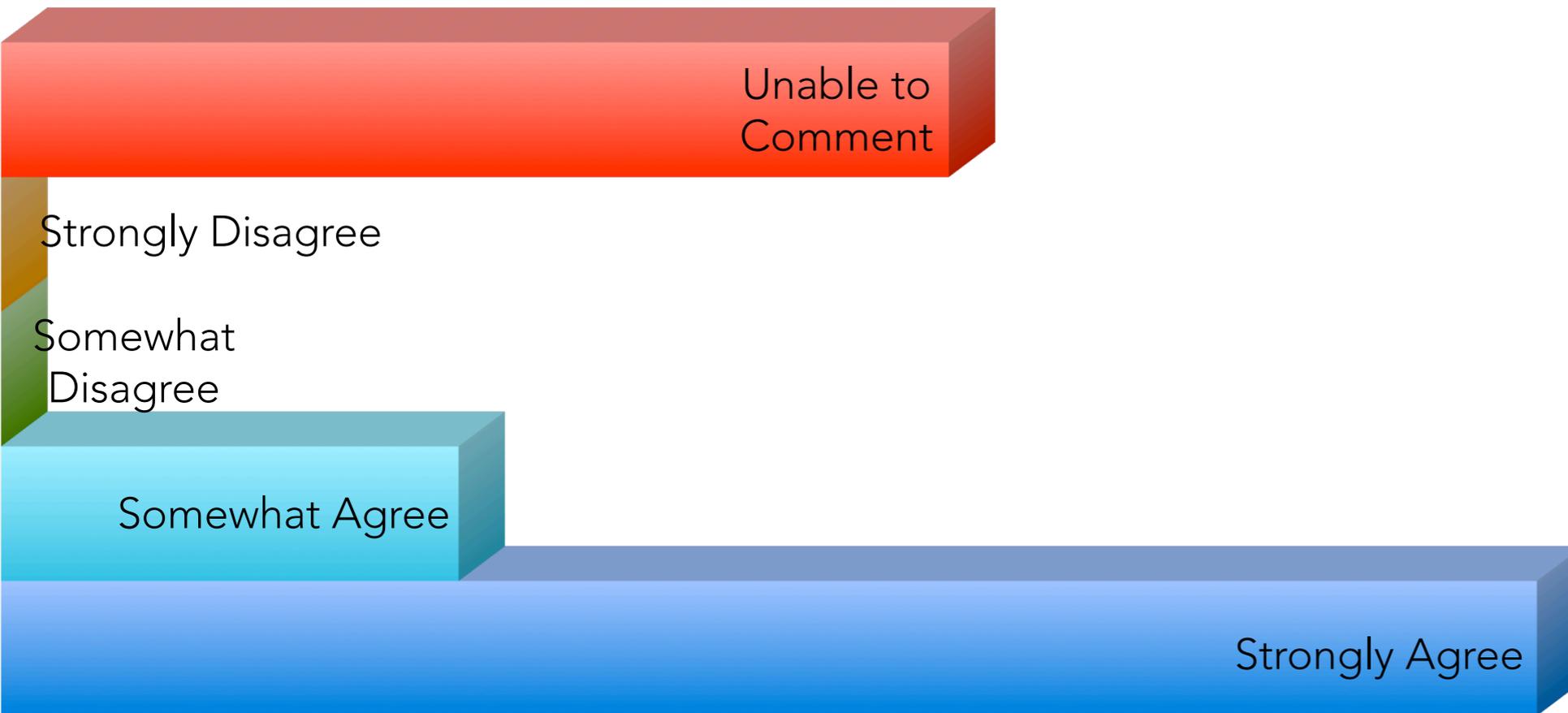
n=90



# SERVICES: PROGRAMMING

---

"I benefit from attending programs"



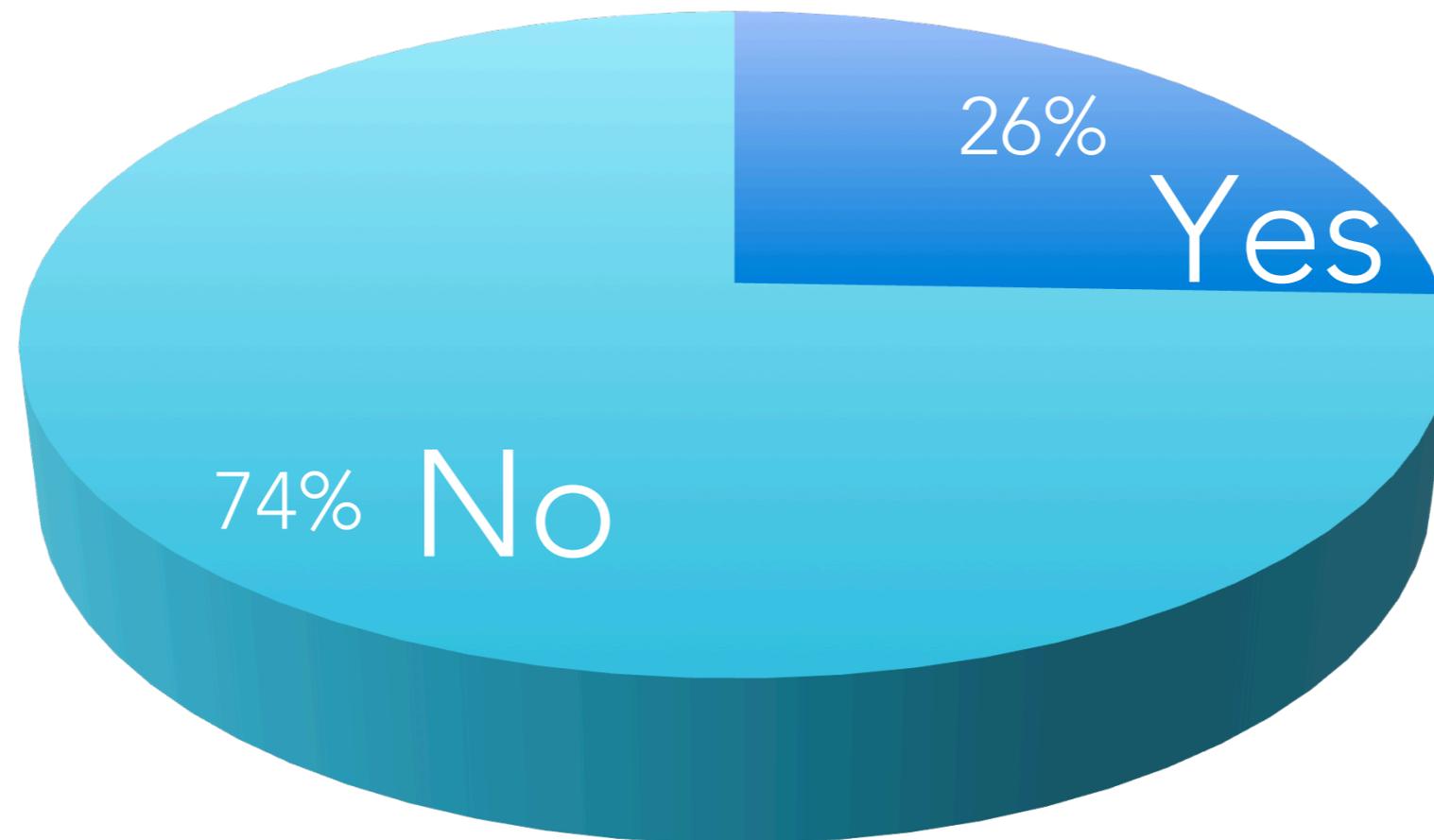
Strong Disagree	0	0.0%
Some Disagree	0	0.0%
Some Agree	14	15.6%
Strong Agree	47	52.2%
Unable to Comment	29	32.2%

n=90



# SERVICES: PROGRAMMING

Have you ever presented a program?



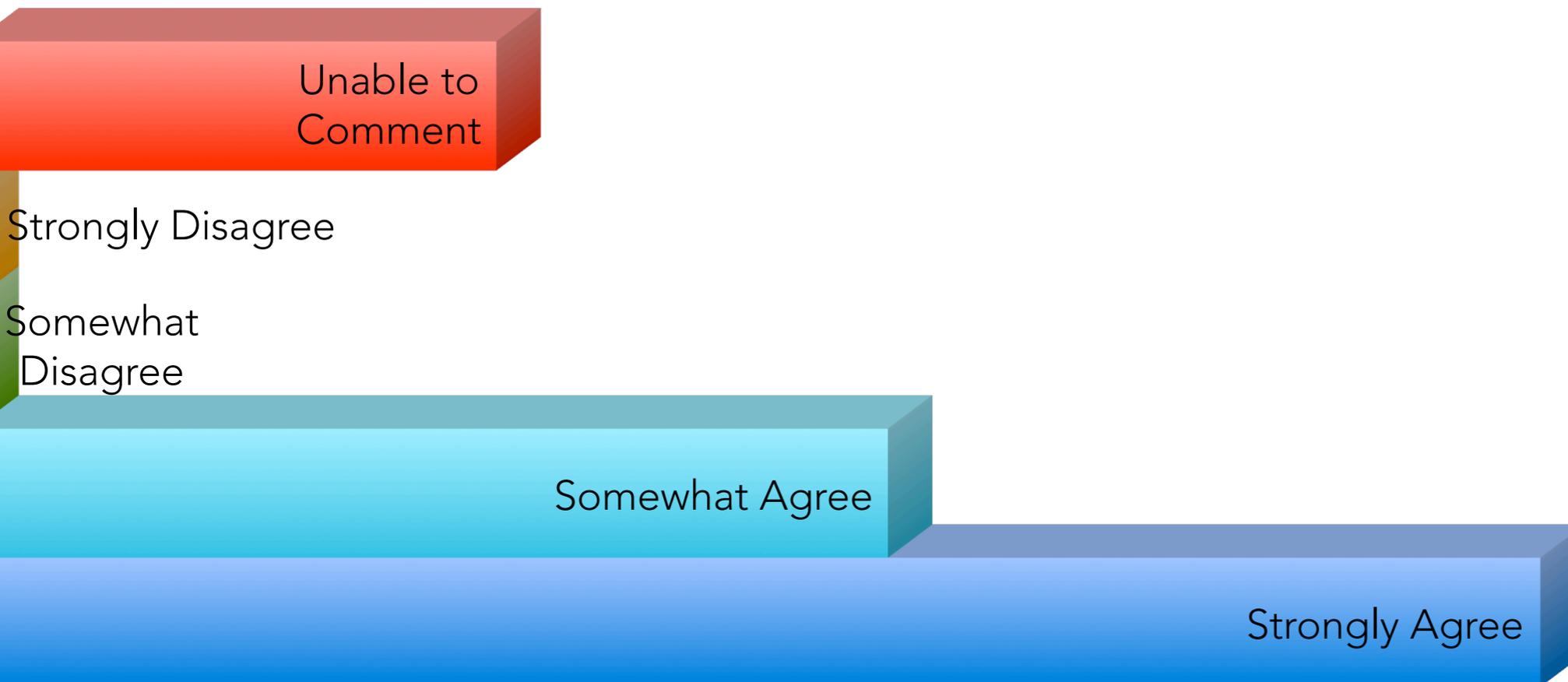
n=90



# SERVICES: PROGRAMMING

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"I was satisfied with the program submission and presentation process"



n=42

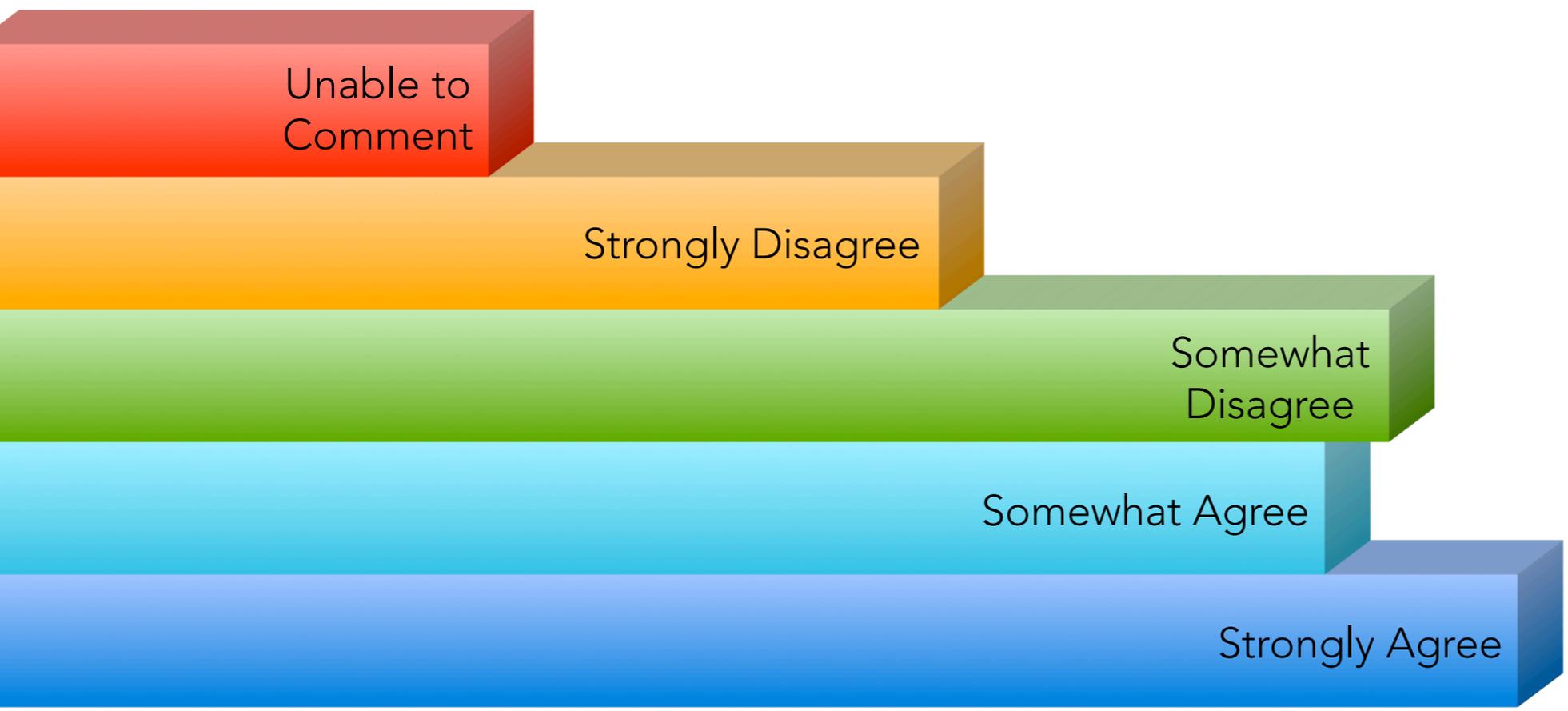
Strong Disagree	0	0.0%
Some Disagree	0	0.0%
Some Agree	7	30.4%
Strong Agree	12	52.2%
Unable to Comment	24	17.4%



# SERVICES: COMMITTEES

---

"I know how to join a regional committee"



Strong Disagree	15	16.7%
Some Disagree	22	24.4%
Some Agree	21	23.3%
Strong Agree	24	26.7%
Unable to Comment	8	8.9%

n=90



# SERVICES: WEBSITE

---

**85.5%** Agree: Website is well organized

**76.6%** Agree: It is easy to locate resources

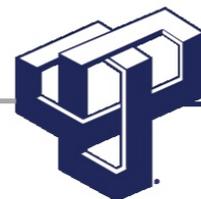
**77.7%** Agree: It is easy to locate updates and new info

What ways could the website improve?

**Embed less to load faster**

**Live social media streams**

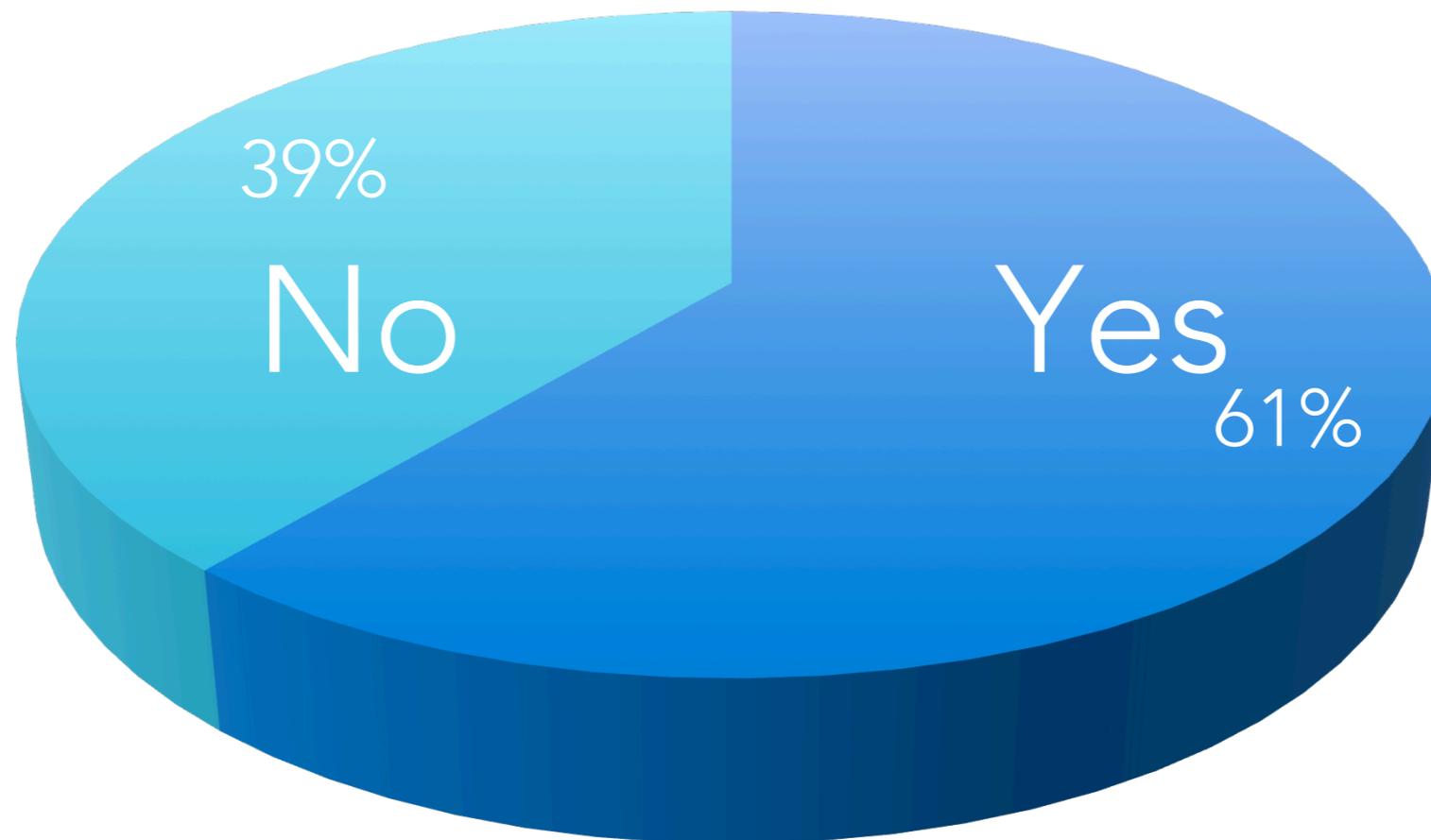
**More organized pages**



# NATIONAL RESIDENCE HALL HONORARY

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## Are you a member of NRHH?



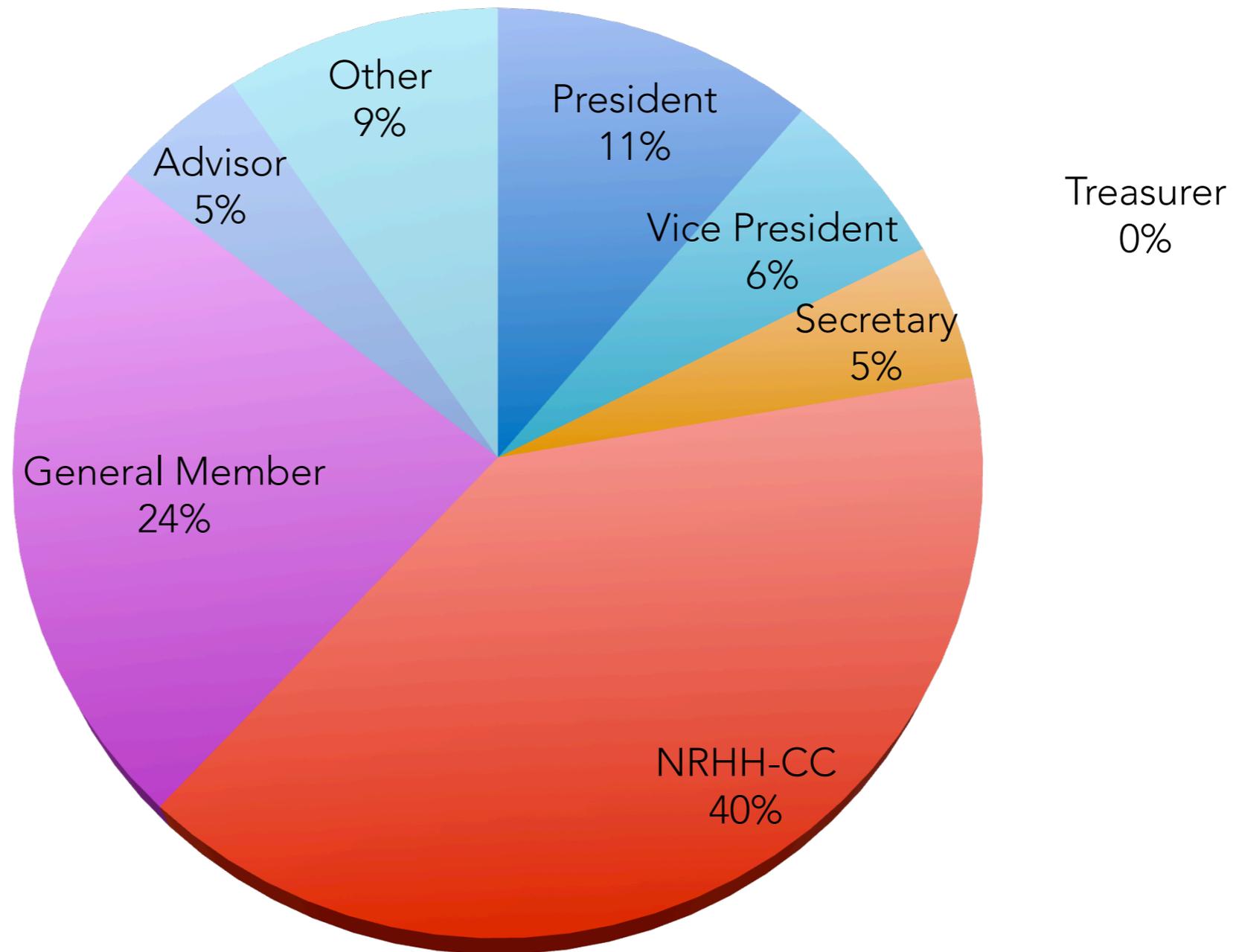
n=90



# NATIONAL RESIDENCE HALL HONORARY

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"Do you hold a leadership position?"



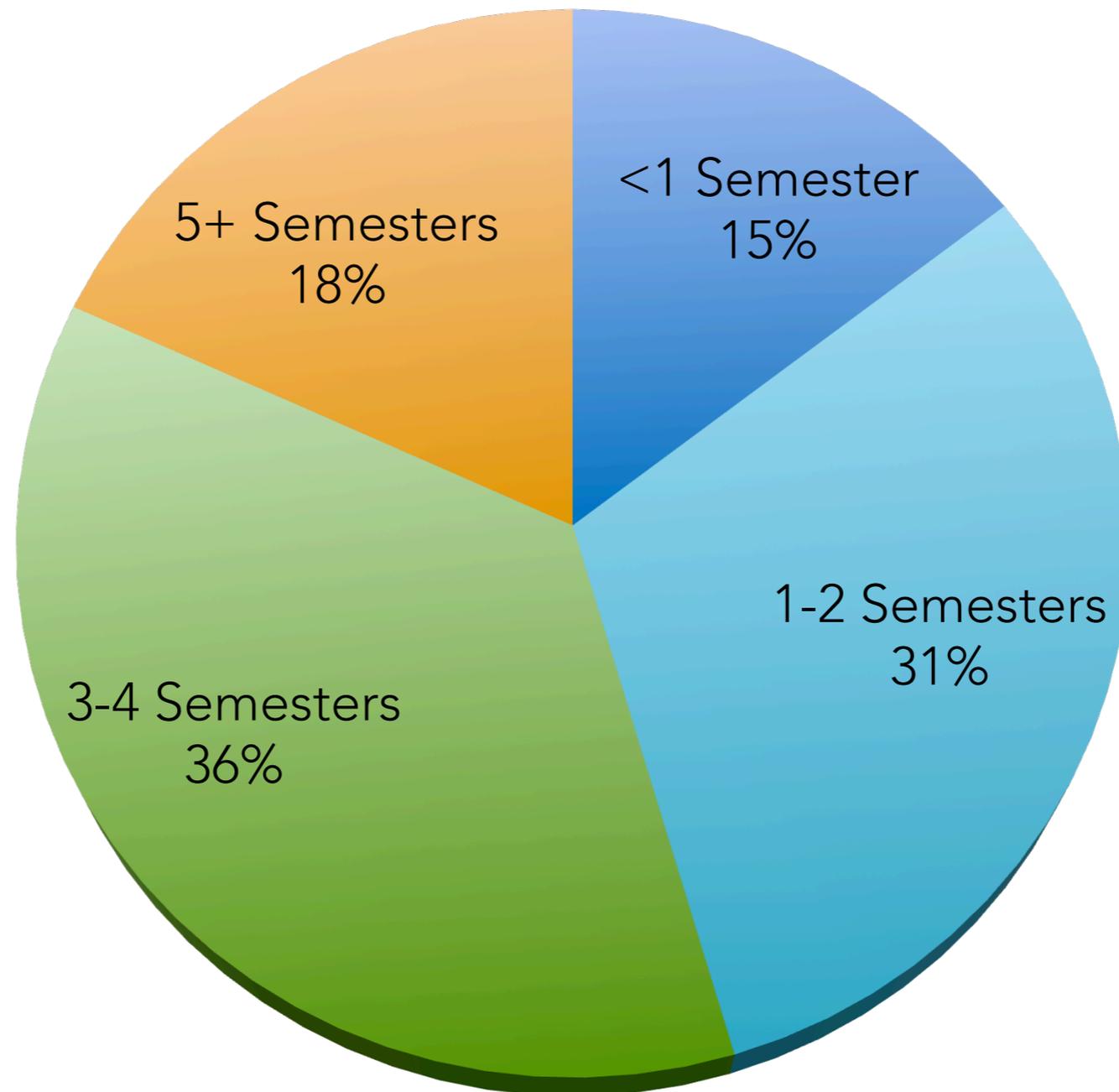
n=63



# NATIONAL RESIDENCE HALL HONORARY

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"How long have you been active in NRHH?"



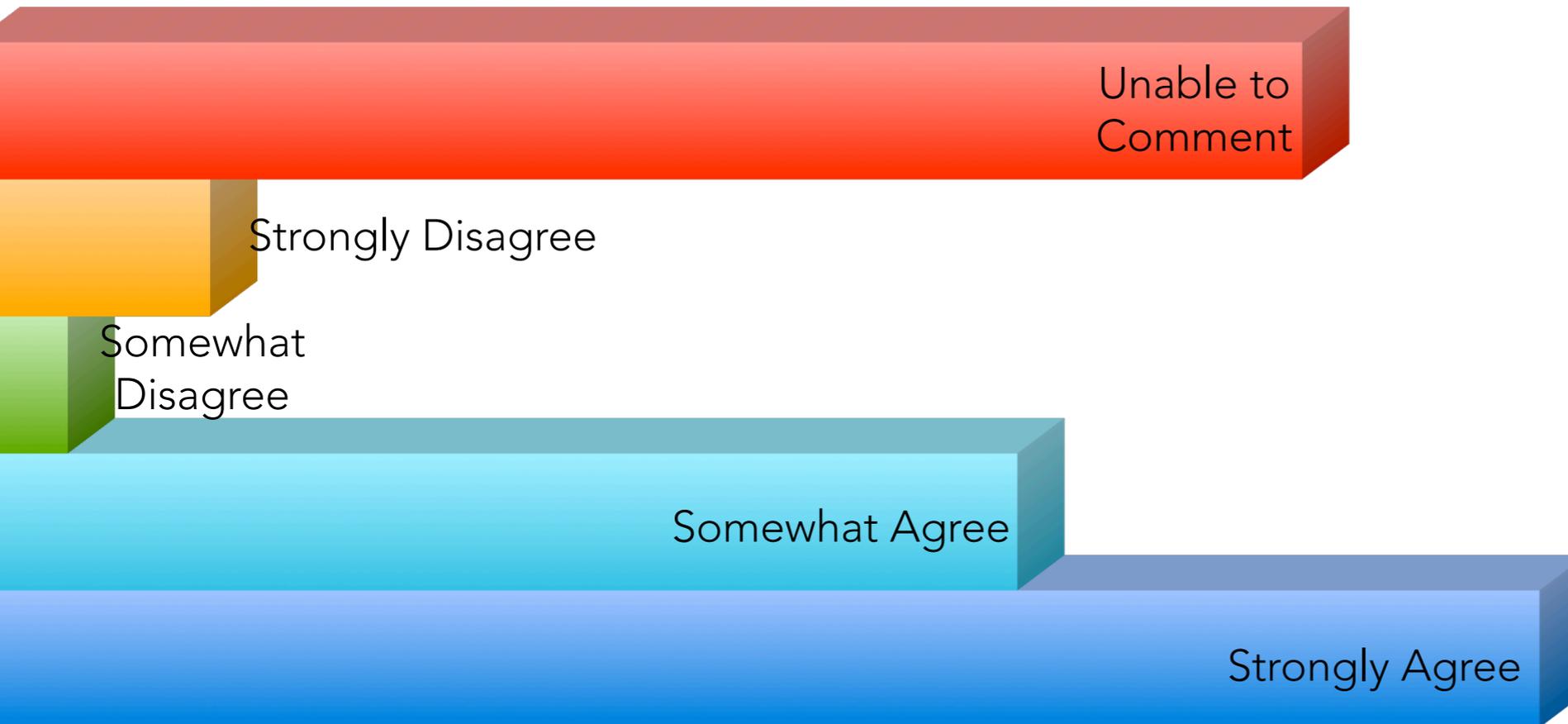
n=55



# NRHH: OF THE MONTHS

---

"The OTM database is a valuable resource"



Strong Disagree	5	5.6%
Some Disagree	2	2.2%
Some Agree	22	24.4%
Strong Agree	33	36.7%
Unable to Comment	28	31.1%

n=90



# NATIONAL RESIDENCE HALL HONORARY

---

What are the best things GLACURH does for NRHH?

**Inclusion in boardroom**

**Help communicating with other chapters**

**Diamond Chats**

**OTMs**

Improvements to be made?

**More resources on working with RHA**

**Chapter spotlights on the website**



# ON CAMPUS MARKETING

---

“The partnership with OCM is beneficial.”

80.0% Agree

4.4% Disagree

15.6% Unable to Comment

“A corporate partner of this magnitude provides resources and avenues to reach out to our member institutions in unique ways, as well as, reach out to universities they cover but we do not have affiliated.”

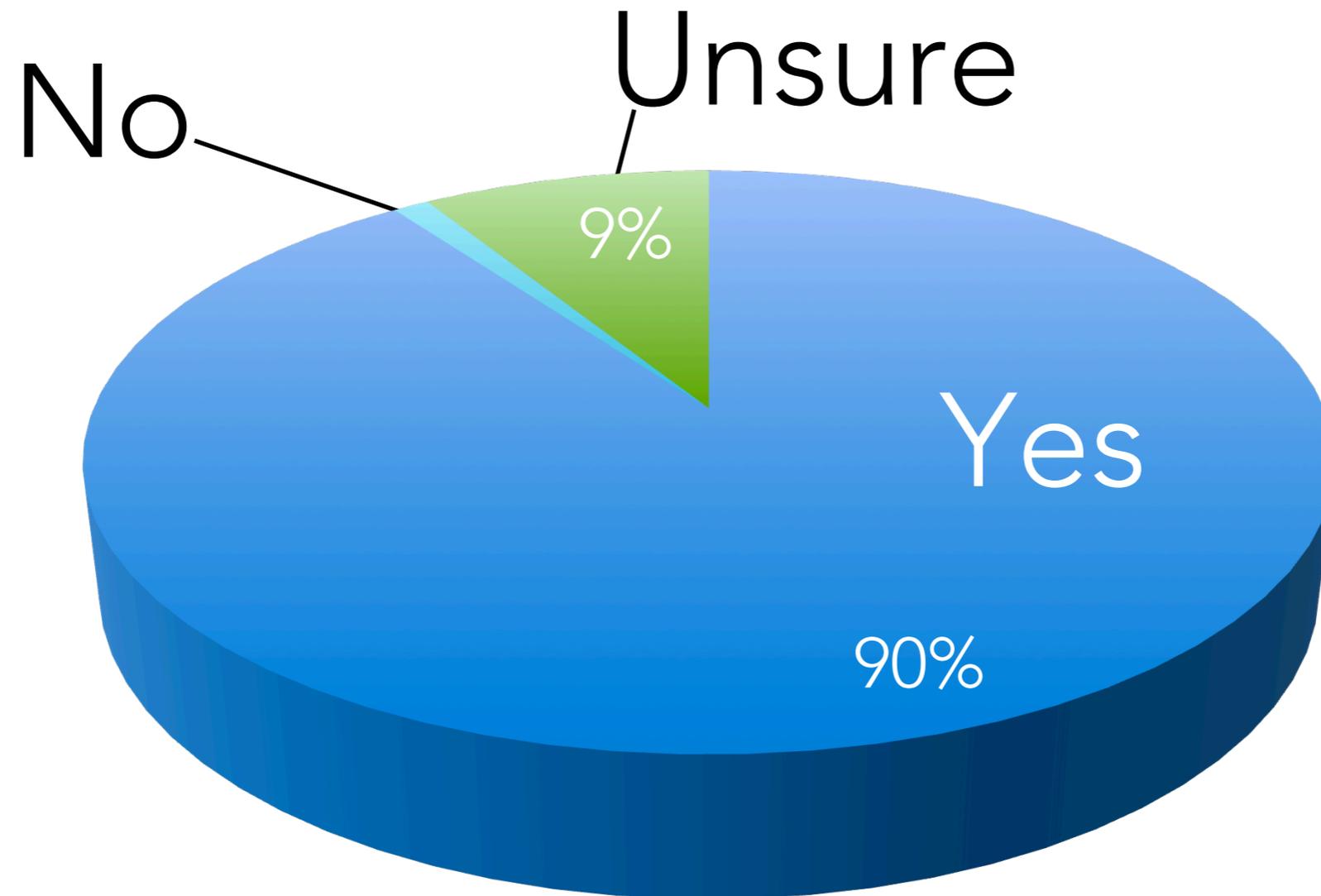
n=90



# GLACURH/NACURH BENEFITS

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Your institution benefits from participation in GLACURH/NACURH



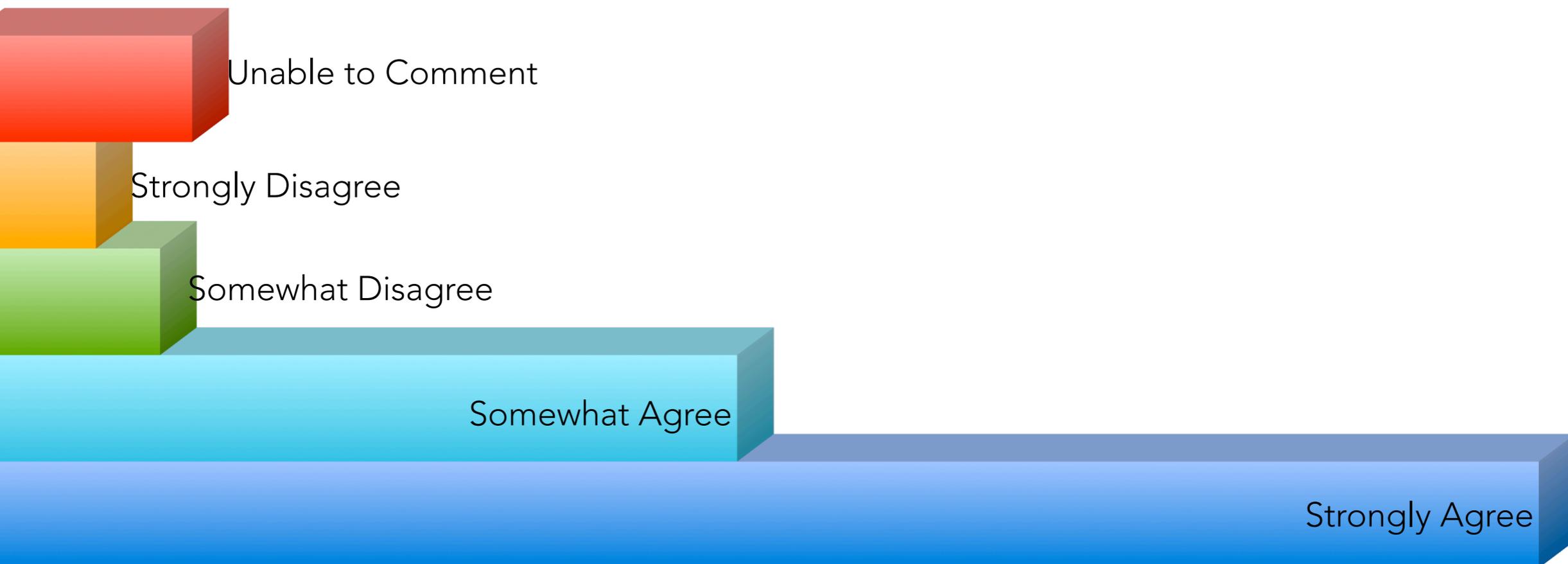
n=90



# GLACURH/NACURH COSTS

---

“The money my institution spends on affiliation brings useful resources to my institution”



n=90

Strong Disagree	18	20%
Some Disagree	12	13.3%
Some Agree	18	20%
Strong Agree	21	23.3%
Unable to Comment	21	23.3%



# FINAL THOUGHTS

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“Keep up the awesome work on improving our region”

“I love GLACURH.”

“PEACE. LOVE. POLAR BEARS.”



THANK YOU  

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QUESTIONS?

