

**MACRAO Strategic Plan
(adopted by the membership in October 2014)**

Mission

Contribute to the advancement of higher education in Missouri to its fullest and broadest implications and aid Association members in personal growth and career advancement.

Goals

- I. Membership and Communication
 - a. Offer a membership structure by institution to provide unlimited individual participation by institution
 - b. Sustain current membership levels
 - c. Keep moacrao.org website up-to-date for members
 - d. Maintain a list serve to members for information sharing and gathering
 - e. Utilizing membership database, to send mass emails to members
 - f. Engage with members through social media
 - g. Develop a communication plan
- II. Professional Development
 - a. Annual Conference
 - i. Coordinate a conference in late October annually
 - ii. Sustain conference participation
 - iii. Create a schedule with networking opportunities and a variety of educational topics
 - iv. Partner with vendors to educate members about how their products in advance higher education
 - v. Conduct association business
 - b. Drive-in Workshop
 - i. Coordinate a drive-in workshop annually
 - c. Collaboration with other Professional Organizations
 - i. Encourage joint sessions at annual conferences
 - ii. Promote and support relationships
- III. Organizational Management
 - a. Fiscal Stability
 - i. Audit procedure incorporated into the annual conference
 - ii. Conduct investment analysis at February meeting
 - b. Documentation
 - i. Utilize Dropbox for document storage
 - ii. Utilize Facebook for placement of photos
 - iii. Keep physical historical items at Missouri Historical Archives
 - iv. Maintain Executive Board Handbook
 - c. Technology Investments
 - i. Maintain a website with database capabilities for membership and conference management
 - ii. Provide a paperless conference program through an app
 - iii. Research new technologies for increased opportunities