



**ACUI**  
**2024-2029**  
**Strategic Plan**



## ACUI 2024-2029 Strategic Plan

**A** CUI has been using strategic planning to guide the work of the association since the early 1990s. In mid-2023, the Board of Trustees began to create the 2024-29 strategic plan. The first step was to gather and analyze data, including the membership needs assessment, financial and membership information, the Regional Engagement Task Force recommendations, and results from a strategic planning and DEI survey that was sent to members. Additionally, the board conducted an environmental scan to identify relevant trends, challenges, and opportunities in the profession, along with a comprehensive benchmarking of peer associations. Finally, member focus groups helped to surface additional information and insight.

In November 2023, the board met at Rutgers University during the Region VII Conference to work in-person on strategic planning. Drawing upon the input provided by the ACUI community, the board examined the Association's mission, vision, and values. Additionally, member input, along with the findings of the various data collection efforts, led to the development of overarching strategic pillars and aligned goals. Initial drafts emphasized the role of the Association in supporting the work of professionals in their service to students and in advancing campus community.

In early 2024, feedback on the initial draft was received through forums held with the ACUI's Leadership Team and community of practice leaders. With that input, the board finalized the mission, vision, values, strategic pillars, and initial goals for the 2024-29 plan. The new strategic plan was officially revealed at the Annual Conference Business Meeting in Denver on March 27, 2024. Over the course of the designated five-year period, members of the Leadership Team and volunteers from across the Association will work toward accomplishing tasks to contribute to the success of the larger strategic plan.

## Mission

ACUI's mission is to support college union and student engagement professionals in their service to students and in the advancement of campus community.

## Vision

ACUI's vision is to advance campus community to positively change the world.

## Values

- **Community:** We are a supportive, compassionate, and connected group of individuals who care for one another, foster a sense of belonging, and build strong relationships that contribute to the well-being of all members.
- **Inclusion:** We are committed to creating a welcoming and equitable environment where all individuals, regardless of background or identity, feel valued and respected. We promote opportunities to ensure that everyone has the support and resources to thrive in our profession.
- **Learning:** We support the development and continuous growth of our members to excel in their roles, contribute effectively to their institution's mission, and collectively advance the excellence of our profession.
- **Innovation:** We promote a creative, forward-thinking, and progressive approach to the challenges and opportunities in our profession. We encourage the exploration and implementation of new ideas, technologies, and methodologies.

## Cross-Cutting Commitments

- Commitment to the principles of diversity, equity, inclusion, belonging, and justice.
- Commitment to accountability and stewardship in order to ensure the financial sustainability of ACUI.
- Commitment to the advancement of workforce development as we shape the future of the profession.

## Strategic Pillars

- Pursue education, learning, research, and initiatives that advance the field.
- Reengage and support members at the local level through active and revitalized regions.
- Focus on opportunities for the engagement, retention, and growth of members and volunteers.
- Advance initiatives to support active dialogue and civic engagement on college campuses.



## STRATEGIC PILLAR 1:

Pursue education, learning, research, and initiatives that advance the field.

### GOAL 1:

Develop educational content to support the creation of inclusive communities.

### GOAL 2:

Curate existing and create new opportunities for undergraduate students, graduate students, and other professionals to learn about and grow into our profession.

### GOAL 3:

Create avenues for enhanced connection and alignment among the Education Council, Regional Conference, and Annual Conference planning teams.

### GOAL 4:

Enhance research in the field through the Assessment, Evaluation, Research, and Program Team.



## STRATEGIC PILLAR 2:

Reengage and support members at the local level through active and revitalized regions.

### GOAL 1:

Effectively organize regional volunteer positions, recruit volunteers, and use labor force to strengthen regional engagement.

### GOAL 2:

Strengthen Regional Conferences by having a clearly identified core purpose, structure, and intended audience to drive content development and participation.

### GOAL 3:

Create and encourage avenues for regional engagement through regional community building opportunities, networking, and local educational experiences.

### GOAL 4:

Using the Role of the Regions as a baseline, actively communicate the role of the regions as an important conduit for entry and connection to ACUI.





## STRATEGIC PILLAR 3:

Focus on opportunities for the engagement, retention, and growth of members and volunteers.

### GOAL 1:

Expand membership outreach to diverse member institutions.

### GOAL 2:

Enhance and develop internal communications to encourage accountability across volunteer teams.

### GOAL 3:

Enhance external marketing efforts to further articulate our value proposition.

### GOAL 4:

Refine and strengthen volunteer recruitment, engagement, and recognition efforts.

## STRATEGIC PILLAR 4:

Advance initiatives to support active dialogue and civic engagement on college campuses.

### GOAL 1:

Create collaborative partnerships with external associations and organizations that possess relevant expertise.

### GOAL 2:

Curate existing and create new resources to support member efforts that encourage active dialogue on their campus and help them to navigate associated contentious situations.

### GOAL 3:

Develop resources and opportunities to recognize and promote excellence in active dialogue and civic engagement.

### GOAL 4:

Explore resources to help campuses foster community building opportunities around difficult campus conversations.

