

# 2021-2023 Strategic Plan: Organizational Restructuring Proposal



# Developed 8/8/2021



**Submitted for Board approval  
9/13/2021**

by  
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# Our Goal

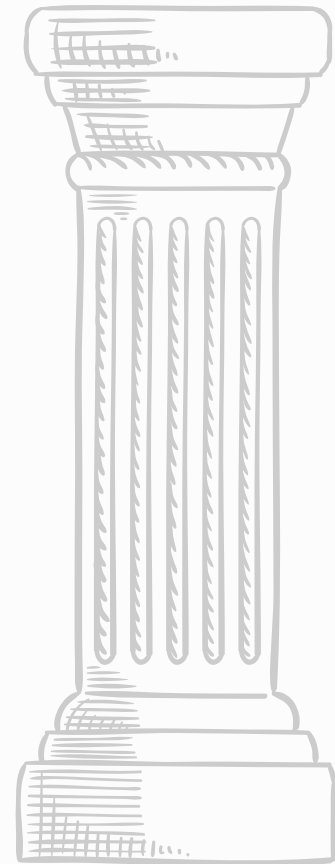
To provide the following:

- 1 Connection
- 2 Continuity
- 3 New Understanding

- 4 Openness
- 5 Engagement

# Pillar I: Sustainability

## Growing Strongly



Current Barriers:

- **Limited Operational Capatiy**
- **Business Operation**
- **Output Expectation**
- **Member Only Deliverables**



# Priorities:

Focus on membership:

## Retention

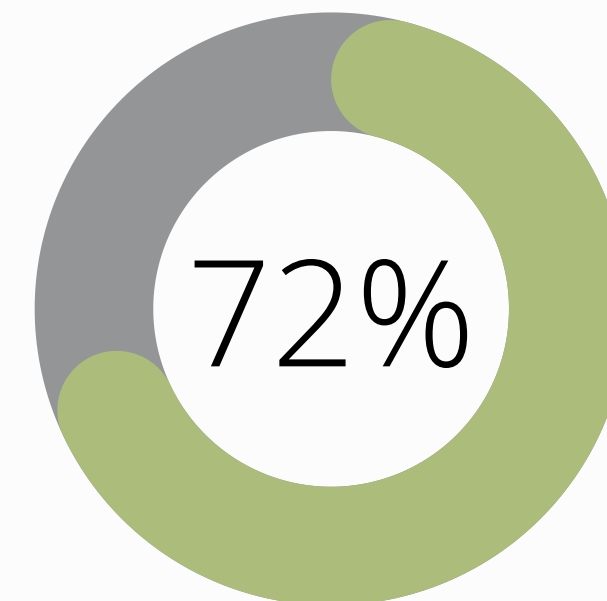
Move away from full access on deliverables

- Limit preview
- Only access as full membership

## Growth

Focus on Educators

- Increase Educators
- Increase Students



Currently, only 171  
institution represented  
out of a possible of 600



# Reframing Sponsorships

- Create Long-term Sponsorships
- Offer Diverse Opportunities
- Build Relationships

# Self-Sustaining Organization

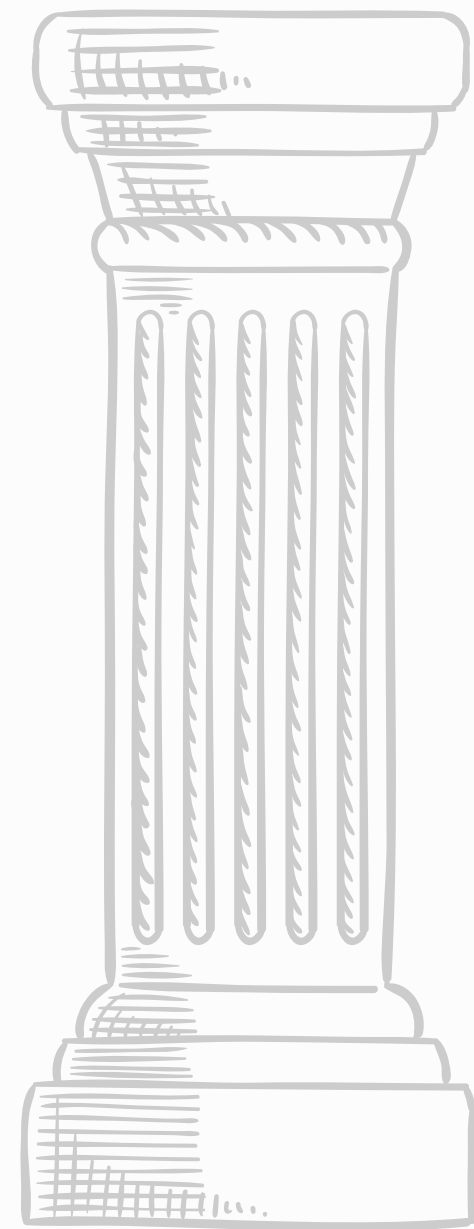
## New Business Operations

- Financial Management
- Technical Support
- Administrative Support

## Organizational Cohesion



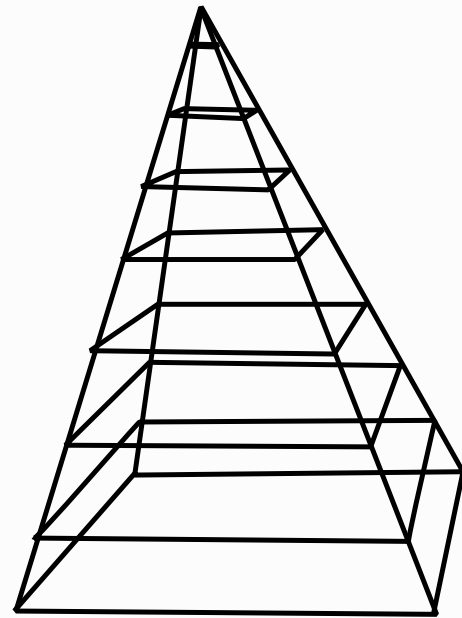
# Pillar II: Fostering Organizational Cohesion



Building on  
Strengths Where We  
Already Have People

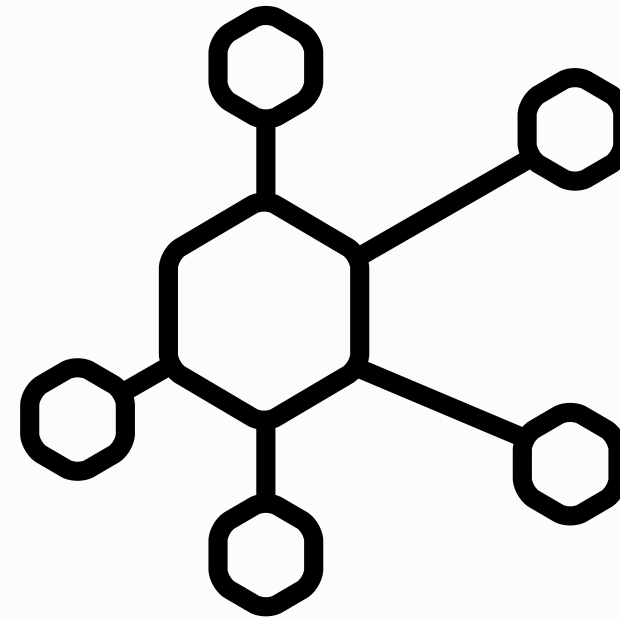


# Current Barriers:



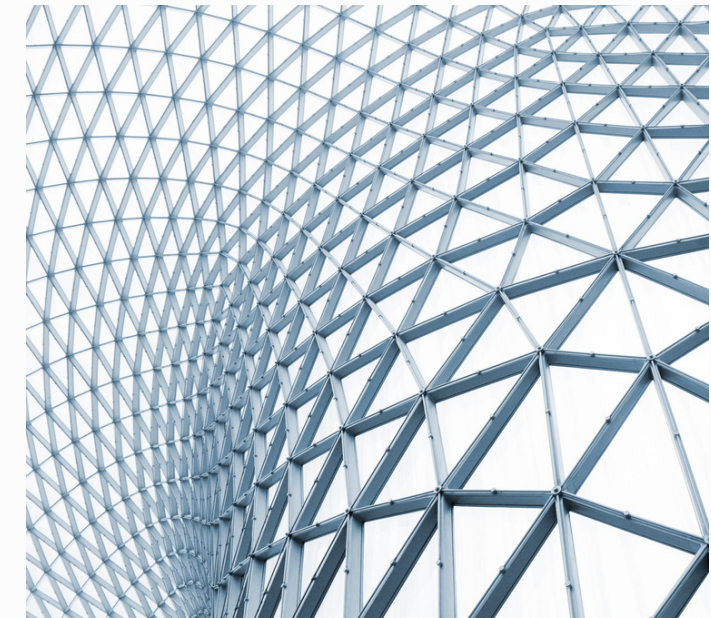
Current  
Structure

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Frustration  
from  
Regional  
Leadership

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Uniformity  
in  
Governance

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## Proirities:

Enhanced integration between  
Regional & National Structure

**Growth Targets**

**Products**

**Outreach Efforts**

**Local**

# Regional Structure

## **Step 1: Defining Regional Leadership**

Defining regional directors to communicate with state liaisons



## **Step 2: State Liaisons**

Reach out to local programs and organizations within their state



## **Step 3: Focus on Educators**

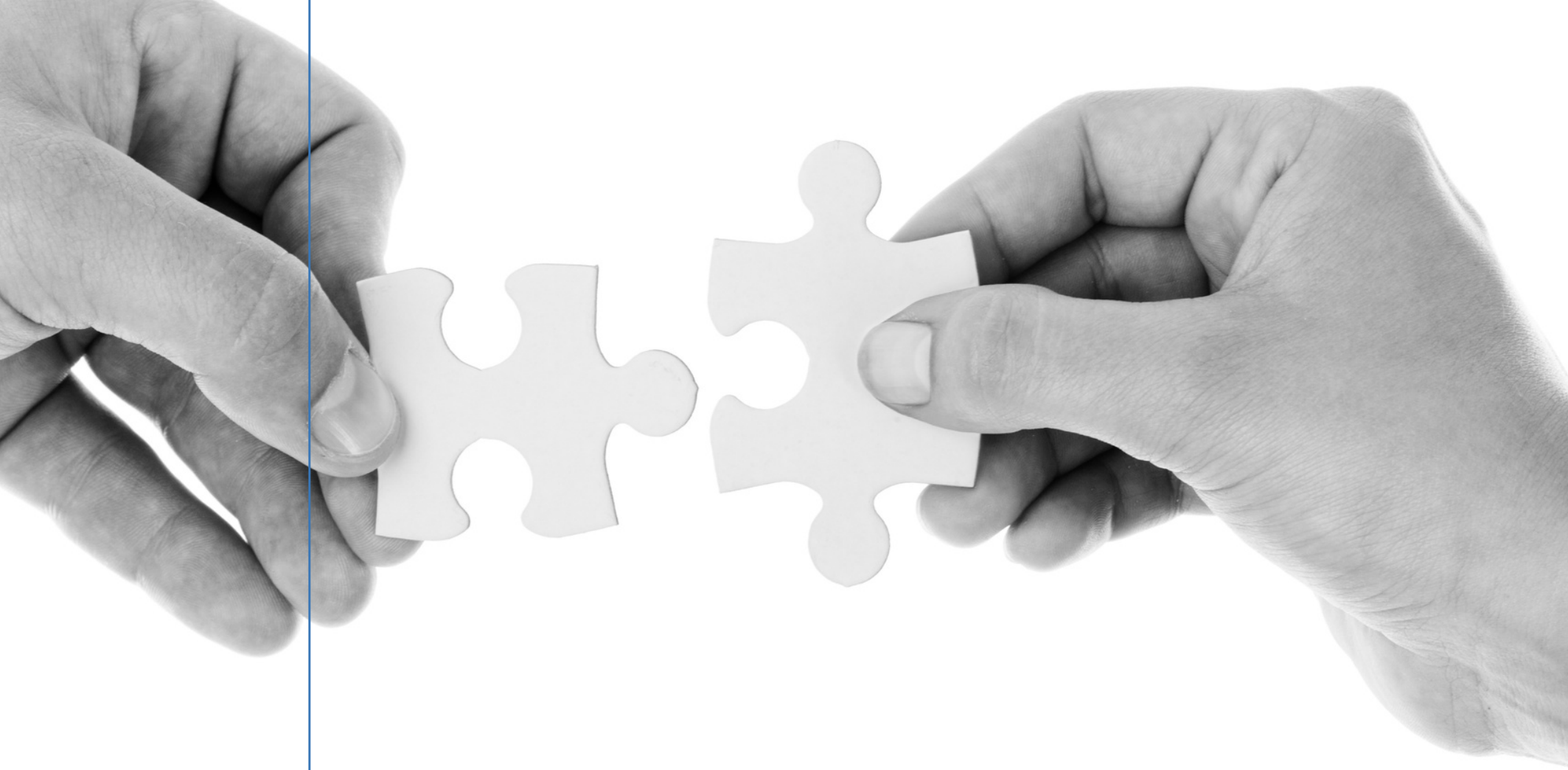
To start is to focus on those institutions who have human services programs to get them engaged.



# TUA RESTRUCTURE

- Building up Advisors
- Reviewing Bylaws
- Reaching out to more educators to build up membership





# Interconnected Workflow & Engagement

## **Empowering State & Local volunteers to build connections**

This will foster:

- Connection from local to national marketing and branding
- Fostering continuity
- Building connection

**-->Focus on areas where membership is strong**

# Pillar III:

## Recruitment & Retention of membership with Educators

### **Current Barriers:**

- Declining saturation of educator membership
- Diminishing educator membership & engagement
- Membership benefits not meeting their needs
- Scholarly notoriety





# Priorities

## **I. Educators build Students**

## **II. Enhances our professional development and sustain our deliverables**

- **Conference**
- **Human Services Today**
- **Journal of Human Services**
- **Resource Library**
- **Roundtable podcast**
- **Skills Videos**
- **Digital Badges**
- **Job Board**
- **Peer Community discussion board**

# Target Investments

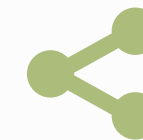
Focus on deliverables:



Human Services Today



Conferences



Journal of Human Services



# State Liaisons



- Targeting local institutions through relationships
- Building networks
- Keeping region directors apprised of local happenings and needs