

# **SOCIETY FOR COLLEGE AND UNIVERSITY PLANNING STRATEGIC PLAN**

(adopted by SCUP Board of Directors, July 11, 2007)  
(modified by SCUP Board of Directors, November 2007 and February 2008)

## **Mission**

The Society for College and University Planning is a community that provides its members with the knowledge and resources to establish and achieve institutional planning goals within the context of best practices and emerging trends.

## **Vision**

SCUP will be the premier organization for the advancement of integrated planning in higher education.

## **Core Values**

We value:

- Essential, high quality services that are of value to all members.
- Volunteerism and the opportunity for equal participation among institutional, corporate, and other members.
- Structured and informal exchanges of ideas among members and with other planners in the global higher education community that promote learning, mentoring, and collegial sharing.
- A broad and diverse membership.
- Integrated planning, including facilities and budget/resource planning, that supports learning and excellence in the academic enterprise
- Academic planning as the heart of successful integrated planning endeavors, which also include facilities, budget, and resource planning.
- Innovative, collaborative, global, and multidisciplinary approaches to planning issues
- Commitment to the study, research and dissemination of knowledge about higher education planning.
- Serving as a platform for experimentation and as an incubator for new approaches to planning.
- Organizational viability that provides for value and return on investment to members.

\* = **Top six priorities identified by Board.**

## Goals and Strategies

***1. KNOWLEDGE: SCUP will expand its role as an organization that focuses on developing and disseminating information about best practices in higher education planning.***

### Strategies

- a. \* SCUP will continue to emphasize the integrated nature of higher education planning in annual and regional conference themes and content, in its professional development offerings and publications, and in all other products bearing the SCUP brand.**
- b. \* SCUP will identify emerging areas of knowledge and trends important to higher education planning, for which SCUP will be a primary resource.**
- c. \* Invest in research, the development of knowledge, and the documentation of information, resources, and tools that will advance the field of higher education planning, and be of direct benefit to members.**
- d. Enrich SCUP's body of knowledge by including the experience and expertise of planners throughout the world.
- e. Make higher education planning information and tools available and accessible.

***2. MEMBERSHIP: SCUP membership will broadly reflect the institutions and organizations interested in higher education planning.***

### Strategies

- a. \* Increase the breadth and scope of institutions and organizations represented by SCUP members.**
- b. Continually evaluate the services that SCUP provides to members and take measures to enhance the service.
- c. Provide a range of volunteer opportunities for the membership.

**\* = Top six priorities identified by Board.**

***3. ORGANIZATIONAL LEADERSHIP: SCUP will be widely recognized as the principal national leader in the field of planning for higher education.***

**Strategies**

- a. Develop and maintain awards programs to recognize significant contributions to the field of higher education planning.
- b. Increase the recognition of SCUP among those with interests in higher education.
- c. \* Develop programs and services that support and nourish emerging leaders in the field of higher education planning.**

***4. ORGANIZATIONAL VIABILITY: SCUP will define and develop its organizational and resource capacity to achieve its mission and goals,***

**Strategies**

- a. Be a fiscally robust organization.
- b. \* Develop a sustainable organization that is flexible, responsive, and supports innovation to achieve the mission and goals of the society.**
- c. Provide for the development and succession of leadership.
- d. Provide clarity in describing SCUP's organizational structure and roles.

**\* = Top six priorities identified by Board.**