



WHY BECOME A MEMBER OF SCUP?



WHAT SCUP OFFERS

SCUP provides a source for best practices in **integrated planning** as well as function-specific planning. Integrated planning optimizes the use of organizational resources and increases the likelihood of long-term success.

SCUP members represent a variety of functions on campuses. Here are some places where you'll find SCUP members at work:

- Academics
- Sustainability
- Budgets
- Student services
- Facilities
- Finance/capital
- Enrollment management
- Development/advancement
- Landscape
- Parking
- Space management
- Information technology
- Strategy

MEMBERSHIP

SCUPers from around the world invite you to become part of a growing community interested in learning about and sharing best practices in planning for higher education.

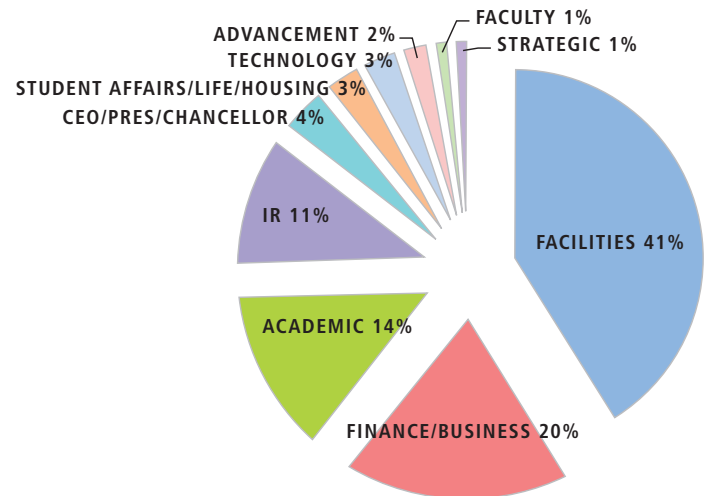
WHO WE ARE

The Society for College and University Planning (SCUP), established in 1966, is a community of planners who serve higher education. The society supports all functional areas involved in planning—from academics to facilities, from administrative and financial operations to student life, and from the campus architects to those hired to support the institution's many planning projects.

VALUE OF MEMBERSHIP

The greatest value of SCUP membership is participation. Whether it is attending annual or regional conferences/events, enrolling in the SCUP Planning Institute, logging-in to our online community or volunteering, the value of your membership grows exponentially as you engage the resources, network, and knowledge that SCUP has to offer.

BREAKDOWN OF SCUP INSTITUTIONAL MEMBERS BY JOB TITLE



WHY INTEGRATED PLANNING?

IT'S SUCH A SIMPLE CONCEPT—WORKING TOGETHER—
YET IT SOMETIMES SEEMS SO DIFFICULT TO IMPLEMENT

WORKING COLLABORATIVELY. USING RESOURCES WISELY. SHARING BEST PRACTICES.

SCUP was created nearly 50 years ago to facilitate integrated planning among functional areas on campus in support of the academic plan.

YOU'VE HEARD THE STORIES . . .

. . . a laboratory gets built on campus without buy-in from the provost's office or faculty.

. . . an institution goes on academic probation because it did not pass planning on its accreditation review.

. . . a system opens multiple new buildings on campuses across the state, but does not have the funding to operate them.

. . . a new president's leadership falters because his or her staff resists working transparently or collaboratively.

WHAT IS INTEGRATED PLANNING?

Integrated planning is the linking of vision, priorities, people, and the physical institution in a flexible system of evaluation, decision-making, and action. It shapes and guides the entire organization as it evolves over time and within its community.

BENEFITS OF INTEGRATED PLANNING

1. Align institutional priorities with resources

Three years of using an integrated budget process, one where funding decisions were transparent and clearly tied to strategic goals, brought about “the end of whining” for a Midwestern, regional university.

2. Make accreditation work for you

The SCUP Planning Institute helped put integrated planning to work at a northeastern community college and it resulted in a “no concerns or problems” accreditation review.

3. Contain and reduce costs

As part of a comprehensive sustainability effort, integrated planning meets the requirements of the American College and University Presidents Climate Commitment (ACUPCC), and that adds up to savings in utilities for campuses across the country.

CORE COMPETENCIES FOR INTEGRATED PLANNERS

Any senior leader can fail in their job if the people who report to them do not understand how essential it is to engage the right people in the right conversations at the right time and in the right way. Integrated planning might not solve every problem on campus, but it is sure to provide a solution to the most important issues.

To be effective, everyone who plans on your campus needs these core competencies:

1. It's all about the PEOPLE

Identify the people who need to be in the room and work with them effectively.

2. Speak their LANGUAGE

Create and use a common planning vocabulary for communicating.

3. Know how to manage a planning PROCESS

Facilitate an integrated planning process and manage change.

4. Produce a shared PLAN

Produce an integrated plan that can be implemented and evaluated.

5. Read the PLANNING CONTEXT

Collect and filter relevant information.

6. Gather and deploy RESOURCES

Identify alternative and realistic resource strategies.

SCUP is the only organization that brings together the diversity of stakeholders engaged in the higher education community to discuss, share, and learn about the issues and trends institutions are facing today.

CORE BENEFITS OF MEMBERSHIP

Resources

Information on planning best practices as well as higher education trends.

Learning

Training on a variety of planning-related topics including effective approaches to integrated planning, in the form of regional events, annual conferences, workshops, and no-travel webcasts and virtual conversations, for people who are new to planning or who are taking on additional planning responsibilities.

Connections

Opportunities to interact with and discuss planning cross-functionally in a collegial atmosphere with individuals from a wide variety of campuses and firms.

SCUP CULTURE

SCUP members—whether they are from an institutional, governmental, or corporate environment—share a common interest in the teaching, learning, and sharing of information about college and university planning in all its forms.

The equality of membership status and privileges among all professionals interested in planning—regardless of their institutional or corporate affiliation—is a founding principle.

SCUP DIVERSITY STATEMENT

In principal and practice, SCUP values and seeks diverse and inclusive participation. SCUP promotes involvement and expanded access to membership and volunteer opportunities regardless of race, ethnicity, gender, gender identity, religion, age, sexual orientation, nationality, disability, appearance, geographic location, or professional level.

WHAT MEMBERS SAY ABOUT SCUP



“I honed my planning teeth at SCUP conferences and workshops, having been a member since 1986, and consider it the one place to go to for first level and integrated knowledge about academic, resource, capital planning, and policy. SCUP is still relevant after all these years: Such comprehensive coverage is important to my work today as president.”

—*Helen F. Giles-Gee, President, Keene State College*



“SCUP is my nexus for professional ideas, strategies, and solutions. These benefits all come through connections to the people of SCUP—my friends, colleagues, experts, and the legends of our profession. Everyone you meet at SCUP can help you stay afloat, succeed, and move forward—through both the serendipity of networking and SCUP’s excellent programming.”

—*Marie E. Zeglen, Assistant Provost and Director of Institutional Planning and Research, University of Florida*



“SCUP continues to impress me. As compared to other organizations I am a member of, SCUP has a vision, is extremely well managed and organized, and focuses on significant issues in higher education. Ideas I have been introduced to at SCUP conferences have been implemented on my campus!”

—*Michael F. McGoff, Vice Provost, Undergraduate Education, Strategic and Fiscal Planning, Binghamton University-State University of New York*



“Where else could I find an organization that brings together strategy, process, and application techniques for higher education planning? At its core, SCUP is an “integrated” community of experts, constantly sharing knowledge that has been tested.”

—*Joseph T. Isaac, Vice President, Administration, Tubman University*

LEARN. SHARE. CONNECT.

FOR A COMPLETE LIST OF RESOURCES AND UPDATES, VISIT WWW.SCUP.ORG.

TOPICS

ACADEMIC PLANNING

Books

- *Academic Design*
- *Doing Academic Planning—Effective Tools for Decision Making*
- *Integrating Higher Education Planning and Assessment: A Practical Guide*

Knowledge Community

- Academic Planning

Portfolios

- *Assessment & Quality*
- *Connecting the Dots . . . The Essence of Planning*
- *The Faculty*

CAPITAL PLANNING

Book

- *The Non-Architect's Guide to Major Capital Projects*

COMMUNITY COLLEGES

Journal

- *Seeding Our Future: Integrated Planning in the Community College*

Knowledge Community

- Community Colleges and Technical Schools

Portfolio

- *Planning in the Community College*

FACILITIES PLANNING

Books

- *Campus Heritage*
- *In Sync: Environmental Behavior Research and the Design of Learning Spaces*
- *Old Main*

Knowledge Communities

- Campus Heritage Planning Network
- Learning Space Design
- Managing Campus Space

INSTITUTIONAL DIRECTION

Books

- *A Guide to Planning for Change*

RESOURCE & BUDGET PLANNING

Knowledge Community

- Budgeteers

Portfolio

- *Budget & Resource Planning*

Book

- *Financial Planning Guidelines for Facility Renewal and Adaption*

SUSTAINABILITY

Campus Sustainability Day

Learn more at www.scup.org/csd.

Campus Sustainability Planning Network

www.campussustainability.info

NETWORKING

ANNUAL, INTERNATIONAL CONFERENCE AND IDEA MARKETPLACE

Attend higher education's premier planning conference for best practices, innovative services, and collaboration with other higher education leaders.

SCUP-46: National Harbor, MD

(Just outside of Washington, DC and Alexandria, VA)
July 23-27, 2011

SCUP-47: Chicago, IL

July 7-11, 2012

SCUP-48: San Diego, CA

July 27-31, 2013

SCUP-49: Pittsburgh, PA

July 12-16, 2014

PROFESSIONAL DEVELOPMENT

Enhance your understanding of integrated campus planning and develop analytical, strategic, and practical implementation skills.

SCUP Planning Institute

Three steps leading to a certificate of completion.

Bring the Institute to your campus:

www.scup.org/profdev/pi/oncampus.

REGIONS

Connect with leaders in higher education by attending annual regional conferences and local, one-day events. All regional events are open to individuals from any region.

Find out what's coming up at www.scup.org/calendar.

SOCIAL MEDIA

SCUP has Twitter accounts, a Facebook presence, a LinkedIn group (and subgroups), topically focused collegial networks using Ning about campus sustainability planning and about campus heritage planning, blogs which provide the opportunity to comment on postings, and many email discussion lists which we call Knowledge Communities. Find out more at www.scup.org/about/communities.

KNOWLEDGE

PLANNING FOR HIGHER EDUCATION (PHE) JOURNAL

Published quarterly *Planning for Higher Education* (PHE) seeks to transmit the knowledge, ideas, research, and experience to advance the practice of higher education planning and policy making.

SCUP EMAIL NEWS

A weekly newsletter that provides links to hot topics related to higher education and provides an update on SCUP events/planning resources. Subscribe today at www.scup.org/pubs/scupemailnews.

TRENDS

Trends to Watch in Higher Education, a regular SCUP report available at www.scup.org/page/knowledge/ttw.

WEBCASTS

Hear from experts in higher education in areas such as academic planning, sustainability, technology, future trends, and more through SCUP webcasts.

Miss a webcast? Purchase a CD. Learn more at www.scup.org/webcasts.