SCUP Strategic Plan
2019-2023
Where Planning Comes Together
At SCUP, we believe that by uniting higher education leaders we can meet the rapid pace of change and competition, advancing each institution as it shapes and defines its future. Through connection, learning, and expanded conversation, we help create integrated planning solutions that will unleash the promise and potential of higher education.
Mission:
The Society for College and University Planning develops individual and organizational capacities to strengthen and transform institutions of higher education.
Vision:

At SCUP, we believe that by uniting higher education leaders, we can meet the rapid pace of change and competition, advancing each institution as it shapes its future. Through connection, conversation, and expanded conversation, we help create integrated planning solutions that will unleash the promise and potential of higher education.
Our Five-Year Strategy:

SCUP is pursuing a bold vision for the future expressed through four strategic goals. A plan for engagement, learning, value, and effectiveness. We envision a future with strengthened and expanded communities of planners of all kinds, from executives, to specialists, to academics, and beyond, advancing higher education.

Our most aggressive focus will be on learning in service of our mission to strengthen and transform higher education. We will build and expand our professional toolbox for the industry. New learning products will provide personalized learning for planners of all kinds. A collection of institutional services will support and develop institutional capabilities. Finally, we will enhance existing networks, and create new ones, for collaborative learning.
Our Five-Year Strategy: (continued)

At the same time, the value and visibility of the Society will be enhanced through outreach and strategic partnerships. We will work to sharpen our messages, clarify our language, and reach deep into higher education networks. Our community will expand with greater inclusion of diverse institutions and corporations and we will extend our reach with partners that add value to our learning and professional network.

To ensure our success we will invest in and improve our capabilities, processes, and technologies to remain nimble and effective. We expect to grow the Society in terms of engagement, programs, services, and footprint in the industry. With this bold vision and strategic approach we know that SCUP will thrive over the next five years.

Through high quality professional learning and deep, diverse networks of knowledge and experience, the Society develops leaders who are successfully guiding the planning and positioning of their institutions and businesses to evolve and thrive within the ever-changing global higher education context.
Strategic Goals and Strategies
Goal:
Engage our Communities in Creating and Delivering Value

Strategies:

ENGAGEMENT
Enhance and expand opportunities to connect individuals, institutions, and organizations that advance higher education.

COMMUNITY BUILDING
Develop approaches that broaden our communities and SCUP’s reach.
Goal: Deliver *Learning* that Strengthens and Transforms Higher Education Planning

**Strategies:**

**PROFESSIONAL TOOLBOX**
Develop, implement, and continually improve a set of tools to strengthen planning in higher education.

**INDIVIDUAL LEARNING**
Develop, implement, and continually improve a personalized and competency-driven portfolio of learning products.

**INSTITUTIONAL SUPPORT**
Develop, implement, and continually improve services to develop institutional planning capabilities.

**COLLABORATIVE LEARNING**
Create stakeholder networks designed to improve collaboration, share effective practices, and solve critical problems facing our stakeholders.
Goal: Enhance Value of the Society through Visibility, Outreach and Strategic Partnerships

Strategies:

**VISIBILITY**
Demonstrate and communicate the value of SCUP to higher education leaders and corporations.

**OUTREACH**
Develop a framework to connect and engage with a diverse and dynamic array of institutions and corporations.
Goal: Align Resources to Organizational Goals

Strategies:

**INVEST IN OUR PEOPLE**
Support the continuous professional growth and development of our staff, volunteers and members.

**ALIGN OUR FINANCES**
Integrate our financial cycles and investments with our strategic goals.

**CONTINUOUS IMPROVEMENT**
Develop and monitor an integrated plan that demonstrates accountability and establishes a culture of continuous improvement to better serve the organization and its members.

**CREATE STAKEHOLDER NETWORKS**
Designed to improve collaboration, share effective practices, and solve critical problems facing our stakeholders.
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