SCUP Strategic Plan 2024–2029

As a community of practice, we undertake research and create learning opportunities to share perspectives, resources, best practices, and forward-thinking ideas to advance institutional resilience through the integrated planning approach.

**Mission:**
SCUP is a learning-centric association that fosters an inclusive community of practice in integrated planning to advance colleges and universities.

**Vision:**
As thought leaders and agents of change, we empower higher education professionals in shaping a future that is inclusive, innovative, and responsive.

**Values:**

SCUP’s New Strategic Direction

At SCUP, we practice what we teach. The refreshed mission, vision, and values above are a direct outcome of our most recent strategic planning process. After a year-long planning journey, we’re proud to announce the next iteration of our Strategic Plan.

**Strategic Plan Goals**
As thought leaders, SCUP will:

- Drive the expansion and adoption of integrated planning in higher education.
- Operate as a learning-centric organization.
- Design and integrate research, content, and learning opportunities for growth and development.
- Model the value of diversity, equity, inclusion, and belonging.

This is just the beginning. Come with us on a journey of innovation and success!

Scan the QR code or click here to learn more about the process we used and how you can use it too.

The Society for College and University Planning
Where planning comes together.