The Three Year Strategic Plan for the Residence Hall Student Association at SUNY New Paltz

Plan Structure and Background

In 1954, the Midwest Dormitory Conference was held at Iowa State University as a means for colleges and universities to exchange ideas. The following year, the conference reconvened as the first annual conference for the Association of College and University Residence Halls (ACURH). In the time since then, the organization has since changed to become the National Association of College and University Residence Halls, Inc. (NACURH), and has become the world’s largest student-run corporation. NACURH, Inc. seeks to bring residence hall organizations across the world together to promote a positive, welcoming, inclusive campus environment at colleges and universities. As a corporate entity, NACURH, Inc. has developed a Three-Year Strategic Plan to assess growth of the corporation and set benchmarks for the continued improvement of the organization.

In 1991, the North Atlantic Affiliate of College and University Residence Halls, the largest regional affiliate of NACURH, was split into the Central Atlantic Affiliate and the North East Affiliate. The North East Affiliate (NEACURH) held its first regional conference in 1991, and initially struggled with recruitment, retention, and balancing finances. However, NEACURH has grown to become the “frilliest” region within NACURH, and has built a strong regional identity around programming, philanthropy, and dedication to the region. NEACURH is known throughout NACURH as the most spirited and most energetic region.

The Residence Hall Student Association at SUNY New Paltz was founded in 1987 as an organization to advocate for the needs of the on-campus population and develop a stronger sense of community between the residence halls. Since its creation, RHSA has developed an immense presence within NEACURH and NACURH as the host of five regional conferences, the host of seven sub-regional meetings, and winner of numerous regional and NACURH-level awards. SUNY New Paltz was the first institution within NEACURH to provide programming during a regional no-frills conference, and was the first institution to bid for and win the regional Commitment to Sustainability award.

The Three Year Strategic Planning Committee was founded in 2016 and modelled after the taskforces for developing the Regional and NACURH plans. After seeing an increase in RHSA’s involvement within regional affairs, the Executive Board established the committee as a means to scaffold the organization’s growth and parallel it’s successes to those within NEACURH and NACURH. This plan aims to respond to the needs of the organization’s constituents and set up RHSA for growth and success.
**Committee Members**

The Residence Hall Student Association would like to recognize the following individuals for their involvement in helping create the Three-Year Strategic Plan:

2015 - 2016:
Committee Chair: Michael Hebert  
Committee Members: Brandon Knowles, Jarred Slatky, Elee Wolf-Sonkin

2016 - 2017:
Committee Chair: Brandon Knowles  
Committee Members: Dariana Almeyda, Michael Hebert, Julia Robinson, Laura Scarimbolo

**Mission Statement**

The following statement serves as a guiding compass throughout the strategic plan. This goal was made with the intention of better fulfilling RHSA’s vision of creating the ultimate residential living experience while considering the unification and fair treatment of our members.

The purpose of this organization shall be to serve as the representative student government association of all resident students. RHSA will provide an effective means of self-government, provide for cooperation among the residence halls, foster a spirit of unity among members, and provide social, cultural, and intellectual development for individual students. In addition, RHSA shall retain the right to review and make recommendations upon the college housing policies and procedures, and also act as a liaison between the administration and the residents for the improvement of SUNY New Paltz residence halls.

**Programming and Events**

On Campus Programming

1. Initiative
   a. Create a programming committee to evaluate relevance of programs to campus climate.
   b. Keep a record of program/event attendance.
   c. Promote on campus events through outlets other than RHSA meetings/fliers.
2. Goals
   a. Create one new, successful campus-wide program each year.
   b. Obtain feedback from campus population with regards to programming in order to improve the quality of programming.
   c. Collaboration with other groups (Student Association, United Greek Association, etc.).
   d. Promote closeness between the residence halls and campus community through programming.

3. Stakeholders
   ■ Residents
   ■ Hall Governments
   ■ Executive Board

4. Priority
   ■ Priority Level - 3

5. Timeline
   a. Year 1:
      • Form a programming committee that is strictly for brainstorming events and forming ideas that will be used for subsequent years.
      • Brainstorm different types of possible events and what we want accomplished at each one.
      • Look through records of past events and evaluate attendance patterns and fluctuations.
   b. Year 2:
      • Using the ideas formed by the previous year, develop a planning committee that is strictly for the new program/event.
      • Reach out to other organizations on campus and ask them to collaborate on this event.
      • Select a time and date for the event.
      • Plan and host the event. Provide evaluation forms electronically to everyone who had attended the event.
      • Record attendance and overall feedback about the event.
      • Current planning committee assists in choosing the event that will be held the following year along with the RHSA Executive Board.
   c. Year 3:
      • Using the programs from Year 1 and Year 2, form another planning committee designed around a different event from Year 2.
      • Review the evaluations and attendance from Year 2. Use this information to help guide planning for this year’s event.
- Reach out to other organizations on campus to collaborate with us for this event.
- Select a time and date for this event.
- Provide evaluation forms electronically for everyone who had attended. Evaluation forms may differ from the previous year based off of feedback.
- Current planning committee assists in choosing the event that will be held the following year along with the RHSA Executive Board.

6. Success Indicators
   - Feedback on success of the event through the electronic evaluation forms.
   - Discussion of the event with the Associate Council.
   - Attendance of event compared to other RHSA events held that same year.

7. Sources
   - RHSA 3-Year Strategic Planning Committee
   - 3-Year Planning Committee Survey

Advocacy

1. Initiative
   a. Increase awareness of different local/national/global issues
   b. Encourage involvement to foster change

2. Goals
   a. Expansion of issues-based programming
   b. More philanthropic programs
   c. Center programs around major local/national/global issues in current events
   d. Raise awareness for issues the on campus population faces

3. Stakeholders
   - Executive Board
   - Residents

4. Priority
   - Priority Level - 3

5. Timeline
   a. Year 1:
      - Form an Advocacy Committee dedicated to the creation of issues-based programming
      - Survey the student body about what issues matter to them
      - Determine the number of programs to be held and the scale of said programs (campus-wide, residence-hall-wide, etc.)
- Review student body feedback and decide what issues will be addressed

b. Year 2:
- Continue the Advocacy Committee, whose job is now to take the feedback from Year 1 and plan new issues-based programs
- Implement new programs into the year and take response surveys after each one
- Review feedback from programs to determine effectiveness
- Survey the student body about what issues matter to them
- Review feedback and decide what issues need to be addressed Year 3

c. Year 3:
- Continue the Advocacy Committee, with the same job as Year 2
- Implement new programs into the year and take response surveys after each one
- Review feedback from programs to determine effectiveness
- Survey the student body about what issues matter to them
- Brainstorm new programs that could potentially be implemented the following year using feedback from the current student body, as well as feedback obtained Year 2

6. Success Indicators
- Feedback from residents via survey and commentary
- Hours dedicated to issues-based programming

7. Sources
- RHSA 3-Year Strategic Planning Committee
- 3-Year Planning Committee Survey

Regional Involvement
1. Initiative
   a. Inform students about programming that occurs at Regional and NACURH-Level Conferences
   b. Receive Regional and NACURH-Level Recognition for programming at conferences

2. Goals
   a. Introduce programs that were presented at Regional and NACURH-Level Conferences
   b. Create at least one program where the goal is to inform the student body about Regional and NACURH-Level Conferences

3. Stakeholders
4. Priority
   ● Priority Level - 2

5. Timeline
   a. Year 1:
      ● Review programming presented at previous conferences with current and incoming RHSA Executive Boards
      ● Determine what program(s) would be appropriate to present to the student body
      ● Get feedback from the student body about RHSA Programming
      ● Review feedback and plan for the next year accordingly
   b. Year 2:
      ● Implement changes that were discussed in the previous year
      ● Hold at least one program that was presented at a Regional or NACURH-Level Conference
      ● Ask Hall Governments if their programs can be presented at Regional and/or NACURH-Level Conferences
         ○ Modify the programs to fit the themes of the conference
      ● Get feedback from students that attend RHSA-related programs
         ○ Review the feedback from the year prior to determine effectiveness of changes that were made in the current academic year
   c. Year 3:
      ● Review feedback and determine whether or not the revisions that were implemented in the previous academic year were helpful
         ○ Continue using any changes that were made in the previous year that students found helpful
         ○ Make any revisions necessary based on the feedback that students have given

6. Success Indicators
   ● Increased programming within the residence halls
   ● Increased attendance at RHSA and NRHH-related programs
   ● Increased attendance at Hall Government-related programs

7. Sources
   ● RHSA 3-Year Strategic Planning Committee
   ● NEACURH Website - https://www.neacurh.nacurh.org/

**Outreach and Involvement**
Recruitment and Retention

1. Initiative
   a. Promote attendance at all RHSA-related programs and events
   b. Implement feedback that attendants can use to improve future programming
   c. Collaborate with other clubs and organizations on campus
   d. Increase variety in advertising on campus
   e. Find innovative ways to advertise to students that are not affiliated with Hall Governments

2. Goals
   a. Create one new idea concerning advertisement each year
   b. Allow students to give feedback about RHSA at least once each year
   c. Have at least one collaborative program with another organization on campus each year
   d. Have a committee whose goal is to find new and creative ways to advertise to all populations on campus
   e. Have a committee whose goal is to permit students to be volunteers who help put on RHSA-related events

3. Stakeholders
   - Public Relations Officer
   - Historian
   - Campus Connections Coordinator

4. Priority
   - Priority Level - 3

5. Timeline
   a. Year 1:
      - Discuss the feasibility of having new committees during the next academic year
      - Make a plan for the committees and committee chair(s) for the next academic year
      - Ask the Executive Board members or other organizations if they would be willing to hold programs and events with RHSA in future semesters
      - Get feedback from the students that attend RHSA-related programs and events
      - Review feedback and plan for the next year accordingly
   b. Year 2:
      - Use feedback and make changes within the organization
• Implement the new committees if needed
  ○ Based off of the results of the feedback
• Determine the chairs of these committees and set expectations for the committee
• Hold new collaborative program(s) with organizations
• Get feedback from the students that attend RHSA-related programs and events
• Review feedback and plan for the next year accordingly
  ○ Review the feedback from the year prior to determine effectiveness of changes that were made in the current academic year

  c. Year 3:
  • Review feedback and determine whether or not the revisions that were implemented in the previous academic year were helpful
    ○ Continue using any changes that were made in the previous year that students found helpful
    ○ Make any revisions necessary based on the feedback that students have given

6. Success Indicators
• Feedback from students from Hall Governments
• Increased attendance to RHSA-related programs and events
• Students actively joining the newly implemented committee

7. Sources
• RHSA 3-Year Strategic Planning Committee

NRHH
1. Initiative
  a. Spread awareness about NRHH as an organization
  b. Promote attendance at NRHH-related programs and events
  c. Promote evaluation of NRHH-related programs and events
2. Goals
  a. Have at least one new collaborative program each year
  b. Promote volunteering at both NRHH and RHSA-related programs and events
  c. Promote NRHH to a greater degree through advertisement
3. Stakeholders
  • National Communications Coordinators
  • Public Relations Officer
4. Priority
   • Priority Level - 3
5. Timeline
   a. Year 1:
      - Get feedback from the student body about NRHH
      - Discuss increased collaboration between RHSA and NRHH Executive Boards in programming and events
      - Public Relations Officers for each organization discuss collaborative advertisement
      - Review feedback and plan for the next year accordingly
   b. Year 2:
      - Implement the changes that were discussed in the previous year
      - Determine what advertising strategies can/should be used
      - Hold at least one new program that is held by both RHSA and NRHH
      - Get feedback from students that have been to NRHH and RHSA-related programs and events
      - Get feedback from students that actively participate in RHSA and NRHH-related affairs
      - Review feedback and plan for the next year accordingly
        - Review the feedback from the year prior to determine effectiveness of changes that were made in the current academic year
   c. Year 3:
      - Review feedback and determine whether or not the revisions that were implemented in the previous academic year were helpful
        - Continue using any changes that were made in the previous year that students found helpful
        - Make any revisions necessary based on the feedback that students have given
6. Success Indicators
   • Increased attendance to NRHH-related programs and events
   • Increased number of NRHH applicants
7. Sources
   • RHSA 3-Year Strategic Planning Committee
Regional Involvement

1. Initiative
   a. Make students aware of Regional Affairs
   b. Strengthen the presence that SUNY New Paltz has as an active organization on the Regional Level

2. Goals
   a. Promote Regional Involvement and input of the student body about Regional Affairs
   b. Stay in contact with the Regional Board of Directors
   c. Bid for at least one award or position on the Regional Board of Directors each year
   d. Create a committee whose goal is to write bids to be presented at Regional Conferences

3. Stakeholders
   ● National Communications Coordinators

4. Priority
   ● Priority Level - 2

5. Timeline
   a. Year 1:
      ● Ask the student body how much they know about the NEACURH Region and the institutions that have affiliated
      ● Review award-winning bids from the Bid Archive on NEACURH’s Regional Website
      ● Discuss the feasibility of having a committee chair of the bid writing committee
      ● Discuss the feasibility of having a member of the RHSA or NRHH Executive Board as a member of the Regional Board of Directors
         ○ Discuss with current and incoming RHSA President, RHSA National Communications Coordinator, and NRHH National Communications Coordinator, and RHSA and NRHH Advisors
      ● Review feedback and plan for the next year accordingly
   b. Year 2:
      ● Implement changes that were discussed in the previous year
      ● Hold at least one program whose goal is to inform students about Regional Conferences
      ● Determine what award/position that would be best for SUNY New Paltz to present a bid for
○ Discuss with RHSA and NRHH Executive Boards, and RHSA and NRHH Advisors
  ● Recruit members for the bid writing committee and inform them about Regional Bids
    ○ Use Bid Archive on the Regional Website
  ● Present bids at Regional Leadership Conference and/or Spring Leadership Conference
  ● Get feedback from students about their knowledge of Regional Conferences and Affairs
    ○ Review the feedback from the year prior to determine effectiveness of changes that were made in the current academic year

c. Year 3:
  ● Review feedback and determine whether or not the revisions that were implemented in the previous academic year were helpful
    ○ Continue using any changes that were made in the previous year that students found helpful
    ○ Make any revisions necessary based on the feedback that students have given

6. Success Indicators
  ● Students actively joining the newly implemented committee
  ● Increased number of Conference Applicants

7. Sources
  ● RHSA 3-Year Strategic Planning Committee
  ● NEACURH Website - https://www.neacurh.nacurh.org/

**Logistics**

**Finances**
1. Initiative
   a. Increase awareness of RHSA’s budget among constituents
   b. Streamline spending; increase efficiency of money spent
2. Goals
   a. Evaluate places in the budget where there is excess, eliminate excess spending
   b. Increased transparency between the Treasurer and Associate Council regarding the budget
   c. Increase communication with CAS regarding budget lines
d. Increase education for Hall Government for effective financial practices

- Facilitate funding requests for clubs and organizations
- Replenish Rainy Day Fund to ensure there is allocated money in case of any emergencies

3. Stakeholders
- RHSA Treasurer
- CAS Board
- Hall Governments

4. Priority
- Priority Level - 2

5. Timeline
   a. Year 1:
      - Meet with CAS Board of Directors to evaluate places where budget lines can be increased or decreased
      - Implement new Fiscal-Year Budget
      - Digitalize funding request forms to improve efficiency
   b. Year 2:
      - Implementation of Finance Committee for Treasurer to educate members on sustainable financial practices
      - Have more of a presence with clubs and organizations on campus
   c. Year 3:
      - Implementation of Budget Committee to evaluate RHSA Budget and propose appropriate cuts or increases if necessary

6. Success Indicators
- Zero-Balance Budget
- More meaningful spending
- Growing Rainy Day Fund
- Increase in funding requests

7. Sources
- RHSA 3-Year Strategic Planning Committee

Policy
1. Initiative
   a. Align RHSA Policy with NEACURH Policy where applicable
   b. Align RHSA Policy with Practice
   c. Evaluate Loopholes in Policy and amend when necessary

2. Goals
   a. Implement a yearly Policy Audit Taskforce, led by the NCC and CCC to evaluate current policy and align it with practice and NEACURH policy
b. Revise and streamline policy in Hall Government Constitution

3. Stakeholders
   ● RHSA Executive Board
   ● Hall Governments

4. Priority
   ● Priority Level - 3

5. Timeline
   a. Year 1:
      ● Create Policy Audit Task Force; Review and revise policy
      ● Parliamentary Procedure Education
   b. Year 2:
      ● Conduct Policy Review of Hall Government Constitutions; Revise if applicable
   c. Year 3:
      ● Assess effectiveness of 3-Year Plan; convenience committee to begin drafting a new 3-Year Plan

6. Success Indicators
   ● Clearer and more concise policy that reflects practice
   ● Fair and ethical business practice

7. Sources
   ● RHSA 3-Year Strategic Planning Committee