

**Minnesota College and University Career Services Association
Long Range Planning Document
2008 to 2011**

Academic year 2008 – 2009

Goals:

- Define, in writing, the roles and responsibilities of each Executive Board member and MCUCSA-related committee
Responsibility: Executive Board
- Each MCUCSA committee, including event committees, will be responsible for creating an annual report. Reports will include an accounting for all MCUCSA funds used. All reports will be presented at the summer retreat.
Responsibility: Executive Board
- Identify a process for evaluating and conduct an evaluation of LandIt!
Responsibility: Technology Committee
- Identify potential funding sources and opportunities for financial support of MCUCSA-related initiatives and programs
Responsibility: Long Range Planning Committee
- Identify and seek assistance from MCUCSA members with interests and skills related to securing funding sources (e.g. grant writing)
Responsibility: Long Range Planning Committee
- Continue to assist in identifying methods to increase representation of diverse candidates in the career development profession and in MCUCSA membership
Responsibility: Multi-cultural Outreach/Diversity Committee
- Identify key MCUCSA stakeholders
Responsibility: Public Relations Committee
- Develop a three year plan to market MCUCSA to key internal and external stakeholders
Responsibility: Public Relations Committee
- Identify member and stakeholder needs for the website
Responsibility: Technology Committee and MCUCSA webmaster
- Explore the possibility of increased functionality on the MCUCSA website. Potential enhancements include: password protection for member sections, a section on best practices, etc.
Responsibility: Technology Committee and MCUCSA webmaster
- Create a MCUCSA group on LinkedIn
Responsibility: Mark Sorenson-Wagner

- Explore the possibility and define potential objectives of a membership committee. Responsibilities of the membership committee could potentially include welcoming new members, developing a structured mentor program, creating member profiles for the MCUCSA website, recognizing members who have presented at professional conferences, and outreach to graduate students
Responsibility: Executive Board
- Explore membership requirements with special attention to the following issues: (1) the changing landscape of higher education and the new institution types offering four year degrees and (2) eligibility of career development professionals not associated with a career services office or collegiate unit. Identify issues related to voting privileges and membership dues
Responsibility: Executive Board

Academic year 2009 – 2010

Goals:

- Based on evaluation of LandIt!, identify potential enhancements for the system
Responsibility: Technology Committee
- Actively pursue potential funding sources identified during 2008-09 academic year
Responsibility: Executive Board and Long Range Planning Committee
- Identify avenues or increased professional development related to diversity issues
Responsibility: Multi-cultural Outreach/Diversity Committee and Programming Committee
- Begin implementation of enhancements to the MCUCSA website
Responsibility: Technology Committee and MCUCSA webmaster
- Develop plan to redesign MCUCSA website
Responsibility: Technology Committee and MCUCSA webmaster

Academic year 2010 – 2011

Goals:

- Implement suggestions from evaluation of LandIt!
Responsibility: Technology Committee
- Complete redesign of the MCUCSA website
Responsibility: Technology Committee and MCUCSA webmaster
- Benchmark MCUCSA-related associations in other states. Develop recommendations for potential implementations of best practices
Responsibility: Benchmarking and Research Committee