

Strategic Plan 2025-2027

NCHO
North Carolina
Housing Officers **1973**



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Vision and Strategic Framework

Mission

The North Carolina Housing Officers (NCHO) exists to cultivate a community amongst housing and residence life practitioners to share best practices that create a thriving and inclusive residential experience on their campus.

Vision

We are the leading resource for housing and residence life practitioners in North Carolina.

Values

Community: NCHO creates opportunities for members to network and build meaningful relationships with higher education practitioners from across the state of North Carolina.

Inclusion: NCHO is committed to creating a culture that values the diverse identities of our membership while analyzing systematic barriers that challenge sense of belonging in our community.

Service: NCHO provides services that are intentional and reflect the needs of the institutions and state as a whole.

Development: NCHO provides opportunities to support the continued personal and professional development of the organization's membership.

Innovation: NCHO provides resources and opportunities to expand the knowledge and skill of practitioners and reinforce the relevance and impact of our work.

Goals

Outcome Goal #1

NCHO must offer opportunities for individuals to network and enhance their professional skills alongside peers in their field.

Outcome Goal #2

NCHO must be acknowledged and valued as a leader in housing and residence life, both at the state and regional levels.

Outcome Goal #3

NCHO must support initiatives that help housing professionals cultivate a sense of belonging within their state, workplace, and broader community.

Goal 1.1

Create opportunities for meaningful networking

Executive Board Champion(s): Professional Development Coordinator and Conference Chair

Detailed description: We recognize that our annual conference and the Student Leadership Drive-In, along with the Summer Book Club, are essential events for networking. To enhance these connections, we would like to explore opportunities for monthly networking among our members. Additionally, we aim to further develop our committee and task force structure to foster collaboration and engagement.

Implementation Strategies:

- Schedule at least one virtual event each month that is open to all members.
- Increase awareness about the opportunity to join the conference planning committee.
- Establish an additional consistent committee that fosters year-round involvement.
- Explore options for task forces that require participation for a limited time and focus on specific goals.

Goal 1.2

Broaden conference attendance by 25%

Executive Board Champion(s): Conference Chair and Communications Coordinator

Detailed description: NCHO is committed to expanding participation in the region by reaching out to colleges and universities that currently do not attend our annual conference or engage with us in other ways. We will place a particular emphasis on building connections with housing professionals at smaller institutions and minority-serving colleges and universities.

Implementation Strategies:

- Proactively engage with small institutions and minority-serving colleges and universities to explore ways to support their participation in professional development opportunities.
- Analyze data from previous annual conferences and drive-ins to assess attendance numbers and the types of institutions represented, ensuring this information is regularly updated.
- Strengthen our partnership with the South Carolina Housing Officers to enhance connections around the Student Leadership Drive-In.
- Identify strategies to encourage Housing and Operations staff to participate actively.
- Support members in developing program proposals and recognize the valuable expertise they can share with others.

Goal 1.3

Increase Senior Housing Officer involvement

Executive Board Champion(s): Senior Housing Officer Representative and SEAHO Representative

Detailed description: SHOs play a crucial role in not only disseminating NCHO opportunities within their departments but also serving as key voting members during elections and when there are proposed changes to our guiding documents. We aim to enhance engagement by ensuring that at least one-third of SHOs are actively involved at the state level.

Implementation Strategies:

- Track data on SHO involvement to gauge engagement levels.
- Regularly update the list of SHOs to ensure accurate communication and engagement.
- Identify strategies to enhance active participation in conferences and voting processes.
- Determine if SHOs have another leader within their department who could be included in outreach efforts to ensure information is widely disseminated.
- Develop a campaign that SHOs can share within their departments to raise awareness about NCHO and its benefits.

Goal 2.1

Engage on a state level to promote NCHO's identity

Executive Board Champion(s): Senior Housing Officer Representative, New Professional and Graduate Student Representative, Historically Black Colleges and University Representative, and Small College/University Rep

Detailed description: To foster membership growth and highlight the benefits of our state organization, NCHO will launch a campaign to effectively communicate our value proposition to institutions across North Carolina.

Implementation Strategies:

- Launch a storytelling campaign to highlight member experiences and successes.
- Promote the availability of conference scholarships for institutions that have not previously participated.
- Research member experiences to understand what keeps them engaged with NCHO.
- Assess whether institutions feel represented within NCHO and address any gaps.
- Leverage committees as a platform to foster interest in NCHO; committees should be high-functioning and welcoming to all members.

Goal 2.2

Develop and implement a NCHO brand

Executive Board Champion(s): Communication Coordinator

Detailed description: NCHO has made significant strides in defining its brand as an organization. As we continue to promote our mission, we recognize the importance of developing a comprehensive branding guide. This guide will establish clear expectations for creating content that aligns with NCHO's identity and values.

Implementation Strategies:

- Select brand fonts that prioritize accessibility to ensure all members can engage with our materials.
- Develop additional logo variations to provide more options for different contexts.
- Explore secondary brand colors to enhance our visual identity.
- Design icons that represent key activities offered by the organization, such as the book club and roundtables.
- Establish branding connections between NCHO and the themes of the annual conference and drive-in.

Goal 2.3

Launch a new or updated website

Executive Board Champion(s): Technology Coordinator

Detailed description: NCHO's website serves as the central hub for information about our organization. It's essential that members recognize how to effectively use the website as a valuable resource and that it remains user-friendly for all.

Implementation Strategy

- Finalize the transition to fully utilizing the IONOS listserv for all communications.
- Ensure the website clearly outlines how to use the listserv and communicates its intended purpose.
- Explore the creation of specific listserv groups for SHOs to determine if they would be beneficial.
- Conduct an audit of Executive Council emails to ensure consistency in email signatures.
- Review the NCHO website to ensure it aligns with the updated branding standards.
- Identify ways to enhance the user-friendliness of the NCHO website.
- Consider outsourcing website design to a third-party expert for professional improvements.

Goal 3.1

Increase scholarship funds by 20%

Executive Board Champion(s): Business Manager

Detailed description: NCHO will increase the total amount of scholarship funding available and, more importantly, expand its reach. These scholarships will not only help all members attend conferences but also enable institutions with limited professional development resources to send their teams to valuable professional growth experiences.

Implementation Strategies:

- Engage with Corporate Partners to explore the feasibility of their support for scholarship opportunities for members.
- Implement a proactive tracking system to monitor attendance and participation patterns, coordinating financial assistance where it's most needed (e.g., transportation costs to and from conferences, registration fees, etc.).
- Establish a scholarship fund that members can contribute to, enhancing our capacity to provide scholarships.
- Explore options to support members in attending virtual ACUHO-I conferences.

Goal 3.2

Increase intentional affinity group opportunities by 50%

Executive Board Champion(s): HBCU Rep, SCU Rep, Membership Coordinator, SEAHO Rep

Detailed description: NCHO will create more opportunities for members to engage with targeted affinity groups, fostering the growth of their professional networks and enhancing their development as professionals. Additionally, NCHO is committed to supporting initiatives at both the regional and national levels.

Implementation Strategies:

- Implement quarterly roundtables focused on affinity groups using a virtual platform.
- Promote opportunities hosted at both regional and national levels to increase member engagement.
- Explore potential partnerships with other state boards to enhance affinity group offerings.
- Host the NCHO Summer Book Club to foster community and discussion.
- Investigate options for drive-in conferences centered on specific topic areas.

Goal 3.3

Leverage educational resources from experts

Executive Board Champion(s): Professional Development, Technology Coordinator and Communications Coordinator

Detailed description: To ensure that NCHO members can fully leverage the valuable resources available at both the regional and national levels, we will establish an information hub. This hub will provide essential resources that professionals and paraprofessionals can easily access and integrate into their daily work. We will update this information monthly and share it with our members through social media and The Nest newsletter.

Implementation Strategies:

- Develop a dedicated resource section on NCHO's website to streamline material for members.
- Update resources on a monthly basis to ensure fresh and relevant content.
- Launch a social media campaign to announce when new resources are added to the website.
- Include a section in The Nest newsletter that highlights key resources and directs members to the website.
- Join regional and national listservs to gather information for our resource hub.
- Regularly review InsideHigherEd for articles pertinent to our field.
- Create designated sections within our resource hub to help members easily find the information they need