**Strategic Long-Range Plan 2019-2021**
Adopted by the 2017-2018 Board of Directors on October 6, 2018

In order to effectively meet the goals of its mission and the diverse and changing needs of the post-secondary educational community, RMASFAA seeks to maintain a spirit of cooperation and an approach that is flexible, equitable and innovative. The Strategic Long-Range Plan (SLRP) that the RMASFAA Board of Directors adopted in October 2018 focuses on prioritizing energy and effort on the three most important issues facing the association at the present time.

**Strengthening the Annual Conference Experience** – RMASFAA recognizes the annual conference as one of its three flagship events. To that end, RMASFAA will work to provide a training and networking experience that is consistent in quality and relevant to attendees while avoiding duplication of state and national conference events.

- Define the role and goals of the regional annual conference within the larger context of how it both enhances and differentiates itself from the national and state conference events.
- Review the conference committee structure with an eye toward strengthening conference leadership, keeping the focus of the conference at a regional level, and providing for consistency in committee transition.
- Review the contract process for all RMASFAA events to ensure board confidence that options presented have been reviewed by experts and provide the association with the best possible choices.

**State and Regional Collaboration and Support** – RMASFAA is committed to continuing its collaboration and support of its eight state partners viewing this effort as a way to create a strong leadership and volunteer base for both the RMASFAA organization as well as its member states.
• Define the role of the state delegate to the RMASFAA board of directors and provide direction for task expectations with a particular focus on avoiding conflicts of interest.
• Explore with the eight member states ways RMASFAA can support state officer development and leadership training implementing efforts where priorities align.
• Review officer duties to achieve more intentional training of state delegates as well as provide for intentional communication links between the regional association and state association concerns.

**Fiscal Stability & Transparency** – RMASFAA will continue reviewing its financial policies to further streamline and define the purpose and use of the reserve funding. In addition, RMASFAA will focus on being more transparent in order to communicate clearly how money is being spent and to provide metrics to determine whether or not the association is achieving its goals.

• Define the purpose and use of RMASFAA’s reserve funds and excess funds.
• Review financial reports for readability and how they communicate to the general membership.
• Create RMASFAA flagship event dashboards with metrics to track annually in order to determine if the events are achieving their goals.