



Vision: PennACE strives to be the premier statewide professional association for career and recruitment professionals.

Mission: PennACE is a collaborative organization that provides professional growth and networking opportunities for career development and recruitment professionals to enhance practices that benefit Pennsylvania college and university students and graduates.

Strategic Plan 2019-2021

Theme: To build and sustain, active, engaged membership.

Strategic Goal: Introduce PennACE to career professionals, graduate students, and recruiting professionals to increase membership and encourage engagement within the organization.

Action Plan 1: Develop and implement engagement strategies for employers, graduate students, college and university professionals:

Action Strategy 1.1: Develop and promote Employer Affiliate membership option

Action Strategy 1.2: Revamp professional development options to reflect the individual needs of the eastern and western portions of the state.

Action Plan 2: Develop and implement strategies to engage new and current members.

Action Strategy 2.1: At least quarterly, reach out to new members such as personal note, new member reception at conference (Membership, Vice President)

Action Strategy 2.2: Develop recognition program to acknowledge members on their years of active service (President, Membership)

- Identify membership and years of participation
- Develop recognition program criteria
- Implement recognition program

Action Strategy 2.3: Research and recommend feasibility of a social media plan as a viable method of increasing membership. (President, Marketing and Communication)

Action Plan 3: Create a culture of excitement that engages members to be involved in PennACE activities. Embrace all members' abilities and strengths to enhance organizational productivity.

Action Strategy 3.1: Engage membership through regularly offered new and returning member workshop at annual conference. (Conference Chair, Membership Chair)

Action Strategy 3.2: Develop a speaker list of members who are open to speaking on specific topics. (Professional and Employer Engagement)

Strategic Goal: Active Leadership/Governance. Create an environment that fosters interest in commitment to leadership and governance.

Action Plan 4: Succession Planning to ensure organizational integrity and continuity, and transfer of association knowledge.

Action Strategy 4.1: Develop a process to identify and groom future leaders. (Board)

Action Plan 5: Standardize the organizational planning and review process.

Action Strategy 5.1: Review the PennACE Vision and Mission Statements, and by-laws, at least every three years. (Board)

Action Strategy 5.2: Review the strategic plan and the rolling action strategies at the annual January Board meeting (Board)

Theme: Offer affordable and valuable Professional Development and networking opportunities.

Strategic Goal: Consistently offer a robust conference

Action Plan 6: Increase attendance to the annual conference.

Action Strategy 6.1: Develop and implement attendance increasing activities (President, Vice President, Conference Committee, Membership)

Strategic Goal: Explore, recommend, and enhance programming opportunities outside of the annual conference.

Action Plan 7: Find cost effective and efficient opportunities for professional development.

Action Strategy 7.1: Capitalize on technology (i.e. webinar series) to enhance the member experience in a cost-effective manner. (Professional Development)