



PACURH STRATEGIC PLATFORM NACURH, Inc.



Region: PACURH

Academic Year: 2018 - 2019

Summary of Regional Vision for the Year

The Pacific Affiliate of College and University Residence Halls (PACURH) will focus on creating a friendly and open environment where all members and visitors feel comfortable and included. To execute this the PACURH Regional Board of Directors (RBD), along with input from the region's members, have created a plan to help benefit and continue to build PACURH. The RBD is fully aware that approachability is key in to carry out PACURH's goals and visions for the year. Creating an environment where members feel comfortable approaching a RBD member allows the region to collectively grow throughout the year. Additionally, it is important to create and maintain a transparent relationship between the region and the RBD to accurately represent the region's voice and opinions. Keeping the region informed plans for PACURH/NACURH events that affect the region builds a network of support, transparency and trust. The RHA/RSA/IRHA/RSA/OCHC/RHSA/ROCA/IHC President role is recognized and valued within PACURH. This continued commitment will be demonstrated by creating and maintaining equal plaquard rights in joint boardroom, bids, and scholarships seen in President's boardroom. PACURH will continue to represent the ideals, beliefs and values of the region's members.

Top 5 Regional Goals

Goals connected to or beyond the NACURH strategic plan that you will provide an update on during the NACURH Inc Semi-Annual Reporting process in December.

1. Be more approachable as a RBD
 - a. Ribbon or pin sharing at conferences
 - b. Host non-business regional chats (i.e. open forums, current event discussions)
 - c. Creating videos to introduce the RBD and Conference Staffs to the region
 - d. Creating videos to update the region on upcoming conferences during the off seasons
 - e. During conferences making sure to collaborate/ visit with other schools during meal time.

2. Be more transparent to the Region
 - a. Share links to all documents on multiple platforms (Facebook groups/newsletters, website, etc..)
 - b. Present updates to the region regarding the NACURH Semi-Annual Business Conference and other NACURH related topics
 - c. In-depth finance reports & presentations will be given at each conference

3. Provide opportunities for those in President roles with involvement on the regional level
 - a. During the Regional Leadership Conference, Presidents will have the opportunity to attend peer presentations and host presentation sessions building upon their professional and leadership skills
 - b. The creation of President Pals, where presidents will be paired to build connections to benefit and support them serving in their roles and institutions
 - c. Equal placard in joint boardroom

4. Increase engagement and level of participation seen in the region
 - a. Creation of new cheers to fully engage the region
 - b. Expansion of the 'Spirit 101' Task Force to design matching PACURH T-shirts for the Annual NACURH Conference
 - c. Revamp of Ribbit Points
 - d. Continuation and revamp of Froggie Friends for RLC.
 - e. Create fun engaging activities with different schools within the region to increase communication and relationships before RLC.

5. Revamp of Task Forces offered to the region
 - a. Implementation of new task forces focusing on spirit within the region
 - i. Spirit 101
 1. Purpose: offering members of the region a way to showcase their creativity to the rest of the region at conferences through swag and cheers. This task force will be opened up a couple months before every conference in order to provide the best spirit and care for the region.
 2. This task force will keep their cheers and swag inclusive, allowing for every member of the region to join in, if willing or able. Helping make every cheer and spirit event inclusive.
 - b. Implementation of new task forces focusing on diversity and inclusivity
 - i. Diversity, Equity, & Inclusion Task Force
 1. Purpose: focus on analyzing the diversity represented across our region through the gathering of data via a survey and other recruitment methods. Once identified, the raw data will be presented to the region along with valuable resources that will begin a discussion on how we can be more inclusive and equitable as a region.
 - c. Implementation of new task forces focusing on presidential engagement and growth
 - i. President Engagement Task Force (PET Force)
 1. Purpose: focus on sustaining presidential connections made while at conferences. Using social media, the task force will

share/recognize Presidents' and institutional achievements. This task force will also remind Presidents of the importance of self-care.

- ii. How do you PRES (Program, Recruit, Empower, Support)
 1. Purpose: create interest for both new/returning presidents. This task force should focus on how to create a continuous dialog between presidents in the following areas: programming, RHA recruitment, empowering their board, and providing support within their organization.

Strategic Goals

Initiatives and action items in alignment with the NACURH strategic plan

I. Inclusive Foundations

- A. All items released to the region will be inclusive and will, therefore, be accessible by all members of our region
 1. This allows our representatives and members to successfully grow in their positions while knowing that they have all of the resources they need to succeed in a format that accommodates them fairly. Additionally, providing accessible items to our region allows us to be in compliance with Federal ADA regulations.
 2. Action Items:
 - a) All videos will contain subtitles
 - b) All visual presentations will be compliant with ADA requirements
 - c) All documents will be provided in formats that can be read with assistant readers
 - d) Websites must avoid triggering seizures in people with epilepsy or other neurological disorders.
- B. Creating positional guides
 1. The purpose of positional guides are to serve as development resources that allow all representatives to have an equal opportunity in understanding their position and their responsibilities. Providing representatives with this guide sets clear expectations and goals, which is helpful to all representatives, regardless if they are a first-time representative or a returning representative.
 2. Action Items:
 - a) Creation of an NCC Representative Guide
 - b) Creation of an NRHH Representative Guide
 - c) Creation of an RHA President Representative Guide
 - d) Creation of a Conference Chair Guide (RLC & RBC)

II. Corporate Culture

- A. Explanation of Pin and Clothespin Culture

1. The explanation of Pin and Clothespin Culture is significant and should be shared with the region. Clothespins at RLCs and NACURH Annual Conferences are commonly worn by delegates, though there are some individuals that may not know their meaning. Similarly, pins are often worn by highly involved individuals but this image can generate a rift between conference attendees. Breaking down the potential communication barriers and giving the reason behind these traditions can help create a better understanding of NACURH culture.
 2. Action Items
 - a) Make a video before RLC and NACURH Annual Conference that explains the significance of Clothespins and Pins and how to interact with them
 - b) Explain how Clothespins work at conferences
 - c) Create Clothespins (or an equal supplement) for the RBD to allow their participation in the culture and foster meaningful relationships
 - d) Explain the significance of Pins at conferences
 - e) Continue selling Pins at conferences
 - f) Express that Pins do not make anyone any more important than another attendee
 - g) Express that being a member of our region does not include having to buy pins, as they can be potentially cost prohibitive to members
- B. Increase access to serve on the RBD
1. Individuals interested in serving on the RBD may be discouraged due to preconceived thoughts that their marginalized backgrounds may not be equally represented and that they will not be provided with the resources to succeed
 - a) Make bids more available during the bidding process in efforts of letting the region know how much time and effort goes into bidding for a position on the RBD.
 - b) During conferences, the RBD will be more social with all the schools in the region rather than remaining with the board.
 - c) Promoting and embracing diversity is a major part of PACURH's identity, in order to continue this practice the RBD will share their history and diverse backgrounds.
 - d) Ensure representation of the region's diversity as a whole.
 2. Action Items
 - a) Increase the knowledge of how PACURH's finances work including the RBD finance side
 - b) Create an open space for talking about institutional support and creating a structured form to help the interested member and institution
 - c) Creating an understanding of the time commitments of serving on the RBD

- d) Host opportunities to have a regional chat with specific position to allow for sharing and help generate interest.

III. Corporate Structure

A. Institutional Recruitment and Retention

1. Institutional recruitment and retention serves the purpose of gathering information from affiliated and non-affiliated institutions on why they affiliate, why they do not affiliate, why they have chosen to not reaffiliate and what we as a region could be providing to improve their purpose for affiliating.
2. Action Items
 - a) Continuation of the PACURH Relations Committee overseen by the COPR
 - b) Reaching out to institutions that decide to not reaffiliate and gather information to help build what resources we could provide

B. Regional Board of Directors transition responsibility

1. The purpose of the Regional Board of Directors transition responsibility is to make sure the RBD is properly transitioning the incoming RBD and getting them ready for their year with all the resources they need. Creation of a timeline helps the RBD be held accountable for their duties and ensures that the region has voting rights at NACURH Pre-Conference.
2. Action Items
 - a) Use NACURH transition document template
 - b) Include all passwords and logins for all resources that the RBD use (Facebook, JotForm, Google, Email, NACURH Connection, OTM, Canva, etc.) in transition document
 - c) Start preparing transition documents at the beginning of the month of March, a rough draft will be completed by the beginning of April and the final draft will be done by the beginning of May
 - d) The RBD Accountability Committee, along with the Regional Advisor, will check up along the process to make sure the RBD is meeting the timeline and requirements

IV. NACURH Services

A. Redefinition of PACURH U programs

1. PACURH U has a purpose of connecting with the NACURH region rather than just PACURH affiliates with the intentions of making PACURH a more open and relatable region.

Action Items

- a) Connect with the NACURH Board to better understand the purpose of PACURH U
- b) Asking the Region what they would like to see and what would be beneficial for them to take back to their institutions

- c) Finding members of the region that have been previously involved who are interested in the opportunity to develop further within the region and present a PACURH U program
- d) Create a clear document for the next RBD to understand PACURH U and restart the program
- e) PACURH U will be over seen by the COSB, COP and Director and worked on after the Regional Business Conference

B. Efficiency of virtual meetings

1. With PACURH and NACURH being a largely virtual service the virtual meetings we have should be efficient and meaningful
 - a) Creating agendas of business that can be seen virtually freeing up more time at conferences for in-person development, networking, recognition etc.
 - b) Being time efficient and knowing that PACURH has three time zones to work with. Making sure that we are being inclusive in timing of chats.
 - c) If a chat is scheduled and there is no business to be talked about or the region cannot meet quorum then:
 - (1) Open the floor to create meaningful development opportunities
 - (2) Cancel the meeting and having the region take time for self-care.