

2025-2028 RHA Strategic Plan

South Atlantic Affiliate of College and University Residence Halls

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Presented by the 2024-2025 SAACURH Strategic Planning Committee and the 2024-2025 RHA Development Committee at the 2025 NACURH Annual Business Meeting.

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LETTER FROM THE SEC

Hey SAACURH (Hey What?),

I am pleased to share our strategic plan for the upcoming year, which outlines key initiatives to strengthen the Residence Hall Association (RHA) and enhance the student living experience across the SAACURH region. Our goals include fostering increased engagement, collaboration, and advocacy among RHA members by providing resources and creating materials that promote leadership development, community-building, and student well-being. We are committed to increasing RHA's visibility within the region by building a cohesive identity and celebrating the achievements of our member schools and student leaders. In addition, we will advocate for philanthropic programs tailored to the needs of students in residence halls, aiming to create supportive environments and promote overall well-being.

We also seek to strengthen the partnership between RHA and the National Residence Hall Honorary (NRHH) by creating shared spaces for collaboration, mutual respect, and alignment in recognizing outstanding student leaders. Finally, we aim to increase active participation, retention, and leadership development among RHA members by fostering a welcoming and inclusive environment where they feel supported, valued, and motivated to contribute meaningfully. These goals will guide our efforts to create a more inclusive, student-centered, and thriving residential experience, and we look forward to working together to achieve them.

Thank you for your continued support.

With Louie Love and Diamond Pride,
Connor Lane
SAACURH Associate Director of Administration and Finance (ADAF)

NATURE OF PLAN

SAACURH's RHA 2025-2028 Strategic plan goals focus on ***enhancing*** member engagement, ***increasing*** visibility within the SAACURH region, ***advocating*** for philanthropic programs and initiatives, ***strengthening*** the RHA-NRHH partnership, and ***fostering*** a supportive, inclusive environment to promote leadership development and participation.

SAACURH Guiding Principles

In the planning and development stages of the 25-28 SAACURH RHA Strategic Plan, the following guiding statements were utilized to maintain the integrity of the organization. For reference, those items are listed below:

NACURH Statements:
NACURH Mission Statement:
As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

NACURH Vision Statement:
The National Association of College and University Residence Halls, NACURH Incorporated, seeks to create a network of engaged citizens sharing common experiences through residential leadership opportunities.

NACURH Unification Statement:
NACURH is composed of individuals from a variety of backgrounds and experiences, in recognition therein, NACURH strives to be inclusive of all of its members. As such, NACURH represents a truly diverse population in which individual differences are accepted and celebrated. Ultimately, we strive for an appreciation, understanding, and acceptance of the diversity in all of our members.

NACURH Equity Statement:
NACURH is an international organization composed of member schools that vary in demographic makeup, structure, size, abilities, characteristics, identities, beliefs, and affiliations. NACURH is committed to equitable representation and decision-making in all practices and procedures including but not limited to, conference hosting, awards and recognition, leadership development and officer roles, resources, communication, and provision of services. To this aim, NACURH and its representatives will protect individuals and institutions from undue bias and influence stemming from circumstances that are removed from the direct control of our student members. This includes but is not limited to, policies established by the students' institution and housing department and laws established by governmental entities with relevant jurisdiction. While acknowledging and appreciating the diversity of affiliated institutions, NACURH recognizes that there are relevant impacts on individual and institutional experiences in the organization that are of substantial and material significance. To this end, NACURH shall intentionally consider these impacts with integrity and with the best interests of affiliated member institutions in mind.

Structure and Development

Members of the 2024-2025 SAACURH Strategic Planning and RHA Development Committees opted to model goals and plans using a three (3) year E.E.E. model (2025-2028), hereinafter referred to as the 3E model.

- **Year 1 – Establish**
  In this first year, the South Atlantic Affiliate of College and University Residence Halls (SAACURH) leadership will focus on building foundational resources, assessing current practices within the region, and identifying areas for improvement based on feedback from member schools. New task forces will be created, and legislation will be drafted to initiate discussions on larger regional changes. This year will also include comprehensive assessments, benchmarking, and gathering input from the region's members.

- **Year 2 – Execute**
  During this year, SAACURH leadership will act on the insights gained from the previous year's task forces and discussions. These actions will be designed to implement meaningful changes in the region's structure and operations, with decisions made through collaboration and consensus-building among SAACURH's leadership and member schools.
- **Year 3 – Evaluate**
  In the final year, SAACURH leadership will review the effectiveness of the changes implemented in the previous year. The outcomes will be evaluated through feedback and assessments to determine the impact of structural adjustments, and any necessary revisions will be identified to refine and enhance the regional framework moving forward.

For the context of the strategic plan, the focus groups will be modeled by Engagement, Empowerment, and Elevate.

Focus Areas

Members of the 2024-2025 SAACURH Strategic Planning and RHA Development Committee narrowed in on five focus areas to anchor this plan. Those areas are as follows:

- Engagement and Collaboration
- Visibility and Recognition
- Philanthropic Partnerships
- RHA-NRHH Partnership
- Member Retention and Leadership Development

All focus areas have their definitions and specific goals broken down by year in reference to the 3E model, described above, in the following chapters.

ENGAGEMENT AND COLLABORATION

Purpose Statement

The purpose of this section is to identify and create resources and materials that enhance the engagement and collaboration efforts of RHA members across the SAACURH region. By fostering a culture of active participation and teamwork, this initiative aims to strengthen RHA's ability to advocate for a student-centered, inclusive campus living experience. Through these efforts, we prioritize leadership development, community-building, and the overall well-being of students, ensuring that RHA members are equipped to work together in creating positive change within their communities.

3E Goals

1). Engage

Goal: Increase active participation and engagement of RHA members across the SAACURH region by developing and distributing resources that encourage involvement in collaborative initiatives and advocacy efforts.

Action Steps:

- Identify Key Initiatives: Survey RHA members to determine areas where engagement is most needed (e.g., advocacy, leadership development, community-building).
- Develop Resource Materials: Create toolkits, guides, or templates for collaborative efforts and advocacy campaigns that provide clear instructions and ideas for getting involved.

- Host Engagement Campaigns: Launch regional engagement campaigns (e.g., social media challenges, and regional meet-ups) that promote participation in events, projects, or collaborative initiatives.
- Create Virtual Platforms for Connection: Develop an online portal or group (e.g., Slack, Facebook, or Discord) where members can share opportunities, resources, and project ideas to foster ongoing engagement.
- Track Participation: Use surveys, participation tracking systems, or sign-in sheets to measure involvement in specific initiatives and assess engagement levels across the region.
- Celebrate Involvement: Recognize active members through awards, shout-outs in newsletters, or special events to encourage continued participation.

2). Empower

Goal: Provide RHA members with the tools, training, and support necessary to lead and collaborate effectively, fostering a sense of ownership and responsibility in enhancing campus living experiences.

Action Steps:

- Conduct Leadership Development Workshops: Offer virtual and in-person training sessions on leadership, advocacy, teamwork, and community-building to build skill sets and confidence among RHA members.
- Create Peer Mentorship Programs: Pair experienced RHA members with newer members to foster mentorship relationships that guide leadership development and collaboration skills.
- Provide Access to Resources: Develop and distribute leadership toolkits, templates, and resources that help members organize and execute successful events, campaigns, and initiatives.
- Facilitate Regular Check-Ins: Establish monthly or quarterly check-in meetings with RHA leaders to discuss challenges, share strategies, and provide support for their collaborative projects.

- Offer Certifications or Recognition: Provide members with leadership development certificates or badges upon completion of training programs to acknowledge their growth and empowerment.
- Gather Feedback: Use surveys or interviews to collect feedback on training programs and resources to ensure they are meeting the needs of RHA members and effectively empowering them.

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3). Elevate

Goal: Foster a culture of community-building and student well-being by promoting leadership development and collaboration that directly impacts the campus environment and student life.

Action Steps:

- Develop Community-Building Resources: Create guides, workshops, or virtual events focused on strategies for fostering inclusive communities, improving student well-being, and developing strong interpersonal relationships.
- Host Regional or Cross-Campus Events: Organize collaborative events (e.g., regional conferences, virtual meet-ups) that focus on building community, exchanging ideas, and working on initiatives that improve student life.
- Launch Advocacy Campaigns: Develop regional advocacy campaigns aimed at improving aspects of campus living, resources, sustainability, or inclusivity, encouraging RHA members to take a leadership role in these efforts.
- Create Impact Measurement Tools: Develop surveys or assessments that allow RHA members to measure the success of their initiatives on campus, focusing on metrics related to community-building, student engagement, and well-being.
- Highlight Success Stories: Collect and share success stories from RHA members who have successfully elevated their campus communities through leadership, collaboration, and advocacy. These stories can be featured in newsletters, social media, or regional conferences.

- Provide Well-Being Support: Offer resources and workshops that promote self-care for RHA members to ensure they feel supported and empowered in their leadership roles.

By following these action steps within this section, the 3E goal system will provide clear guidance for RHA members to enhance engagement, empower their leadership, and elevate their impact on campus communities, fostering a student-centered and inclusive living experience.

VISIBILITY AND RECOGNITION

Purpose Statement

The purpose of this initiative is to increase the visibility and recognition of RHA within the SAACURH region by building a cohesive and unified regional identity. This effort aims to celebrate the achievements, successes, and contributions of member schools, fostering a stronger sense of community and pride across the region. Through strategic branding, communication, and recognition of accomplishments, this initiative seeks to elevate RHA's impact, strengthen connections among member schools, and highlight the collective efforts of students in creating positive campus experiences.

3E Goals

1). Engage

Goal: Foster a unified and cohesive regional identity by actively engaging RHA members and member schools in initiatives that increase visibility and recognition within the SAACURH region.

Action Steps:

- Create a Regional Branding Campaign: Develop a logo, slogan, or tagline that reflects the values and vision of RHA across the SAACURH region, ensuring it resonates with all member schools.
- Host Regional Meet-Ups: Organize virtual and in-person meet-ups or town halls for RHA members across the region to discuss ways to collectively raise awareness of RHA's mission and achievements.

- Leverage Social Media: Launch a regional social media campaign where RHA members share stories, successes, and events from their campuses, using consistent regional branding to create a cohesive identity.
- Engage Campus Leaders: Connect with campus RHA leaders to encourage them to promote regional initiatives and the visibility of RHA on their own campuses through newsletters, posters, and events.
- Collaborate with Campus Media: Partner with student-run media outlets (newspapers, radio, TV stations) to feature stories about RHA's initiatives and successes at member schools, ensuring regional representation.

2). Empower

Goal: Empower RHA members to actively contribute to the development and recognition of the regional identity, strengthening their ability to advocate for the collective accomplishments of the region.

Action Steps:

- Provide Recognition Tools: Create resources like templates, guidelines, or toolkits that help RHA members highlight their individual school achievements within the context of the regional identity (e.g., press releases, event templates, or award nomination forms).
- Leadership Training: Offer training sessions on how RHA members can effectively advocate for the regional identity, increase visibility, and communicate their successes both within and outside of the SAACURH region.
- Develop Advocacy Workshops: Facilitate workshops that teach RHA members how to promote their regional identity to their campus communities and external stakeholders (e.g., alumni, university administration, and other student organizations).
- Create Peer Recognition Systems: Implement a peer-to-peer recognition program within RHA where schools and individuals can nominate each other for achievements, which are then shared regionally.
- Host Regional "Spotlight" Events: Organize events that celebrate RHA members' achievements, such as a regional awards ceremony or a spotlight

series that highlights the unique successes of different schools within the SAACURH region.

3). Elevate

Goal: Elevate the collective impact of RHA by celebrating the achievements of individual member schools, fostering a sense of pride and solidarity across the SAACURH region, and enhancing the recognition of RHA's role in student life.

Action Steps:

- Create a Regional Achievement Showcase: Develop a platform (such as a newsletter, blog, or website) where RHA member schools can submit and showcase their successes, achievements, and impactful events.
- Host Regional Awards: Establish regional awards that recognize outstanding achievements in leadership, community engagement, advocacy, and collaboration among RHA member schools, celebrating these successes at an annual event or conference.
- Highlight Success Stories: Regularly feature success stories from RHA members in regional communications, such as newsletters, social media posts, or at regional conferences, to inspire others and create a sense of accomplishment.
- Collaborate with SAACURH Leadership: Work with SAACURH leadership to create region-wide initiatives and recognition programs that celebrate the collective impact of RHA across the region (e.g., recognition at SAACURH conferences, collaborative projects between schools).
- Develop a Regional Impact Report: Create an annual impact report that summarizes the achievements, initiatives, and collaborative efforts of RHA member schools, sharing it with stakeholders like university administrators, alumni, and other student organizations to increase regional visibility.

By following these steps, the visibility and recognition of RHA within the SAACURH region will increase, leading to a stronger, more unified regional identity that celebrates the achievements of member schools and empowers students to take pride in their collective efforts.

PHILANTHROPIC PARTNERSHIPS

Purpose Statement

The purpose of this initiative is to advocate for and implement philanthropic programs and initiatives tailored to the unique needs of students living in residence halls. By fostering supportive and inclusive environments, this initiative aims to prioritize student well-being, ensuring that all students have access to the resources, care, and community necessary to thrive. Through targeted programs, outreach, and education, we seek to promote a culture of well-being that empowers students to manage stress, build resilience, and maintain a balanced and healthy lifestyle while living on campus.

3E Goals

1). Engage

Goal: Engage students, staff, and residence hall communities in the importance of food insecurity and wellness by fostering awareness and participation in relevant programs and initiatives.

Action Steps:

- Partnership: Connect with the Coordinating Officer for Leadership and Advocacy to brainstorm and participate in monthly challenges.
- Conduct Needs Assessments: Survey residence hall students to identify concerns, wellness priorities, and existing gaps in services and resources. Use this data to shape future initiatives and programs.

- Host Awareness Campaigns: Organize campus-wide or residence hall-specific awareness campaigns around key food insecurity ideas. Utilize posters, digital media, and peer outreach to raise awareness.
- Partner with Organizations: Collaborate with local organizations or campus counseling centers to host workshops, panel discussions, and information sessions on topics relevant to students in residence halls.
- Create Peer Support Networks: Train students to be ambassadors or peer mentors who can support their peers, facilitate conversations about food insecurity, and direct students to relevant resources.
- Promote Wellness Events: Organize wellness fairs, fitness activities, mindfulness sessions, and other events within the residence halls to create spaces where students can engage in activities promoting overall well-being.

2). Empower

Goal: Empower students and staff with the knowledge, skills, and resources needed to promote philanthropic wellness in residence halls, ensuring that all members of the community are equipped to take action.

Action Steps:

- Develop Wellness Resource Guides: Create and distribute comprehensive guides that include resources, self-care tips, and information about how students can seek help or support in residence halls.
- Provide Food Insecurity First Aid Training: Offer First Aid or similar training programs for Resident Advisors (RAs), student leaders, and other staff to help them recognize early signs of mental distress and know how to support students in need.
- Empower Resident Advisors (RAs): Train RAs to lead wellness initiatives, facilitate discussions, and serve as supportive figures for students dealing with food insecurity concerns. Equip them with tools to manage difficult conversations and offer referrals.
- Host Skill-Building Workshops: Organize workshops for students on stress management, mindfulness, time management, and resilience-building

techniques. These workshops can also train students on how to support peers with food insecurity challenges.
- Incorporate Philanthropy into Residence Hall Programming: Encourage RAs to incorporate philanthropic ideas and wellness topics into their regular programming, from relaxation nights to mindfulness exercises to open discussions on stress and self-care.

3). Elevate

Goal: Elevate the campus and residence hall environments by creating a culture of wellness that promotes student well-being, reduces stigma, and enhances overall campus life.

Action Steps:

- Create a Comprehensive Wellness Initiative: Develop a year-round wellness initiative that includes a variety of programming designed to address the diverse needs of students in residence halls, such as physical wellness, nutrition, and social well-being.
- Integrate Food Insecurity into Campus Policies: Advocate for the integration of wellness support into residence hall policies, ensuring that students have access to resources.
- Collaborate with Campus Health Centers: Partner with campus health centers to provide counseling services, workshops, and resources directly in the residence halls. This could include offering drop-in counseling hours, wellness check-ins, and stress-relief activities like therapy dogs or art therapy.
- Monitor Program Effectiveness: Track participation, feedback, and outcomes from food insecurity and wellness programs to assess their effectiveness in promoting well-being. Use this data to continuously improve and adjust programming to meet student needs.
- Celebrate Food Insecurity Awareness Month: Use national observances, such as Hunger Action Month , to launch larger initiatives, host campus-wide events, and elevate conversations about food insecurity to reduce stigma and raise awareness about available resources.

By following these steps, RHA can create an environment that actively promotes wellness, supports students in need, and empowers the entire campus community to prioritize their well-being.

RHA-NRHH PARTNERSHIP

Purpose Statement

The purpose of this initiative is to strengthen the partnership between RHA and NRHH by creating shared spaces for collaboration, fostering mutual respect, and aligning efforts to enhance the residential experience. Through joint programming, communication, and strategic cooperation, this initiative seeks to amplify the impact of both organizations in recognizing outstanding student leaders and improving campus life. By working together, RHA and NRHH will create a more cohesive and supportive community, ensuring that their combined efforts contribute to the growth, development, and well-being of students in residence halls.

3E Goals

1). Engage

Goal: Foster active engagement between RHA and NRHH members by creating collaborative opportunities, joint initiatives, and shared spaces that promote mutual understanding and respect.

Action Steps:

- Host Collaborative Meetings: Schedule regular joint meetings between RHA and NRHH leadership to discuss common goals, upcoming events, and areas for collaboration. Establish a clear communication plan and shared agenda for these meetings.
- Plan Joint Programs and Events: Organize co-sponsored events (e.g., leadership development workshops, community-building activities, recognition ceremonies) that allow both groups to contribute their strengths and resources.

- Create Cross-Organization Committees: Form committees made up of both RHA and NRHH members to plan and execute initiatives. These committees could focus on specific areas like leadership recognition, residential community engagement, or service projects.
- Encourage Participation in Each Other's Events: Promote the attendance of RHA members at NRHH events and vice versa. Share event calendars to avoid scheduling conflicts and ensure there is cross-attendance between both organizations.
- Utilize Collaborative Communication Platforms: Create shared digital spaces (e.g., Slack, Google Drive, or shared social media platforms) for RHA and NRHH to collaborate, share resources, and track the progress of joint initiatives.

2). Empower

Goal: Empower RHA and NRHH members to take leadership roles in collaborative initiatives, promoting ownership and accountability in working together to enhance the residential experience.

Action Steps:

- Develop Joint Leadership Training: Offer joint training sessions for RHA and NRHH members to enhance leadership skills and build stronger inter-organizational collaboration. These trainings could focus on teamwork, communication, event planning, and recognizing student achievement.
- Create Shared Leadership Opportunities: Provide opportunities for RHA and NRHH members to co-lead initiatives, such as campus-wide recognition programs or residence hall events, which encourage both groups to leverage their respective strengths.
- Encourage Mutual Recognition: Implement a recognition system where both RHA and NRHH can acknowledge each other's contributions, whether through awards, shout-outs, or public thank-you messages. This will help both groups feel valued and appreciated for their roles in enhancing the residential experience.

- Co-Develop Programming: Involve members from both RHA and NRHH in the planning and execution of leadership and community-building programs, ensuring that each group's perspectives and priorities are integrated.
- Provide Resources for Collaborative Projects: Offer logistical and financial support for initiatives that both organizations decide to undertake together. This might include joint fundraising efforts or pooling resources for larger-scale events.

3). Elevate

Goal: Elevate the impact of RHA and NRHH through strategic alignment, ensuring their combined efforts lead to a stronger, more cohesive residential experience and greater recognition of student leaders.

Action Steps:

- Establish Shared Goals and Metrics: Define common goals and success metrics for both RHA and NRHH, ensuring that both organizations are aligned in their efforts to enhance the residential experience and recognize leadership. This could include annual goals such as increasing participation in leadership programs or recognizing a certain number of student leaders each semester.
- Create a Joint Recognition Program: Develop a formal recognition program that highlights the achievements of student leaders within the residence halls. This program could include awards, certificates, or public celebrations of leadership excellence, with both RHA and NRHH playing a role in selecting and honoring recipients.
- Host an Annual Collaborative Event: Organize a major end-of-year event or celebration that brings together both RHA and NRHH members, celebrating the accomplishments of the residential community and student leaders. This could include award ceremonies, leadership showcases, or social gatherings that foster a sense of unity and achievement.
- Promote Shared Visibility: Publicly recognize the collaboration between RHA and NRHH in all joint initiatives through posters, social media posts,

newsletters, and campus communications, elevating the visibility of both organizations and their shared impact.

- Evaluate and Reflect: At the end of each academic year, conduct a joint evaluation of collaborative initiatives to assess their success, challenges, and opportunities for growth. This reflection process will help both organizations continuously improve their partnership and refine their shared goals for the future.

Through this 3E approach, RHA and NRHH will build a stronger partnership that enhances the residential experience, celebrates student leaders, and fosters a culture of mutual respect and collaboration.

Institutional Partnerships

The partnership between the National Residence Hall Honorary (NRHH) and the Residential Housing Association (RHA) at the campus level is a powerful collaboration that aims to enhance the student experience by aligning the efforts of both organizations. By working together, NRHH and RHA can create innovative programming, strengthen communication, and foster a more inclusive and supportive residential community. This campus-level partnership helps recognize and celebrate student leadership while addressing the unique needs of residents, ultimately enriching the overall campus life and well-being of students.

Looking beyond the campus, this partnership has the potential to grow into a broader network connecting multiple institutions. As RHA and NRHH chapters from different universities collaborate, they can share resources, best practices, and innovative solutions, building a larger, more unified platform for student leadership development. This expanded collaboration can lead to regional or national initiatives that amplify the impact of both organizations, promote cross-campus dialogue, and create opportunities for students to engage in a broader community of like-minded peers. Through this extended partnership, RHA and NRHH can work together to elevate student leadership, improve residential life, and contribute to the development of engaged, empowered students at a national scale.

Goals for the NRHH and RHA Partnership:

1. Enhance Campus Collaboration: Develop shared programming and initiatives that foster communication, mutual respect, and collaboration between NRHH and RHA, improving the residential experience for all students.
2. Recognize Student Leadership: Jointly recognize and celebrate student leaders through awards, programming, and events that highlight their contributions to campus life and the residential community.
3. Strengthen Community Engagement: Build a more cohesive and supportive campus community by aligning efforts to address the needs of students in residence halls and promoting inclusivity.
4. Expand Institutional Partnerships: Establish and nurture partnerships with RHA and NRHH chapters across multiple institutions, creating a broader network for sharing resources, best practices, and innovative solutions.
5. Foster Cross-Campus Dialogue: Promote cross-campus communication and collaboration by facilitating regional or national initiatives, allowing for a wider exchange of ideas and strategies between institutions.
6. Support Leadership Development: Provide opportunities for students to engage in leadership development through joint programming that supports the personal and professional growth of residents at both the campus and institutional levels.
7. Create a Unified Platform for Impact: Strengthen the combined impact of RHA and NRHH by aligning efforts at the institutional level and working together on larger initiatives that contribute to the well-being and success of students nationwide.
8. Promote Inclusivity and Student Well-being: Collaborate to address the diverse needs of students in residence halls, ensuring that both organizations contribute to a positive and inclusive living environment for all residents.

These goals aim to enhance the partnership between RHA and NRHH at the campus level while setting the stage for broader institutional collaboration that extends the impact of both organizations.

Identifying Gaps

Because NRHH and RHA work together to support residence hall leaders, the two should work together to identify gaps between the two organizations and provide strategies to support and aid institutions.

1. Goal 1: Provide strategies to help institutions to identify gaps in the relationships between their RHA (equivalent) and NRHH;
    a. Engage
        i. Action steps:
            1. Create Joint Communication Channels: Create a shared online space/ communication channel (ex, a Slack channel, Google Drive, GroupMe or group email) where members of both organizations can stay up-to-date on each other's activities, upcoming events, and partnership opportunities.
            2. Host Monthly Check Ins: Organize joint workshops/ meetings/ check ins where NRHH and RHA leadership can come together to discuss their goals, projects, and areas for collaboration. These workshops can include icebreakers, team-building activities, and discussions around the unique strengths and contributions of each group.
            3. Create Educational Channels to Inform about RHA (equivalent) and NRHH: Hosting educational sessions to inform about what both RHA (equivalent) and NRHH are. Also, in these spaces, educate about the purpose of SAACURH Build the Bridge Initiative to spread awareness about things that both organizations can engage with to allow individuals to understand where the gaps in their relationships between organizations are.
            4. Identify Gaps in Organizations: Utilize platforms such as a SWOT Analysis to help identify gaps between NRHH and RHA(s) chapters.

b. Empower
    i. Action steps:
        1. Collaborate on Creating Joint Leadership Development Programs or Initiatives: Develop leadership development programs that are led by members of both NRHH and RHA, focusing on skills that are essential for cross-group collaboration (ex, conflict resolution, project management, team leadership).
        2. Encourage RHA x NRHH Collaboration: Pair NRHH and RHA members in mentorship or buddy systems to foster deeper understanding and knowledge-sharing. The collaboration could be focused on how to navigate group dynamics, leadership responsibilities, effective collaboration, fostering communication, or organization foundations. This could also be defined by structure provided via the Build A Bridge initiative.
        3. Delegate Joint Responsibilities: Create collaboration efforts and give members of both groups the opportunity to take on co-leadership roles for joint events or projects. This ensures shared ownership and accountability, making both groups feel equally responsible for the success of the collaboration.
        4. Provide Collaboration Materials & Toolkits: Develop and distribute toolkits or resources that guide both NRHH and RHA on how to plan, communicate, and execute joint initiatives effectively. These resources could include templates for event planning, communication guidelines, conference preparations, SAACURH and NACURH information, and best practices for collaboration.
c. Elevate
    i. Action steps:
        1. Encourage Informal Recognition Channels: Regularly highlight successful collaborative efforts in newsletters, on social media, SAACURH Spotlights, or at SAACURH

Conferences. Acknowledge both NRHH and RHA for their contributions to the success of these projects, elevating the work they've done together.

2. Create Recognition Programs: Develop recognition programs that honor individuals or groups who have exemplified exceptional collaboration between NRHH and RHA. This could include awards, shout-outs at events, or public recognition at conferences.
3. Host an Annual "Collaboration Celebration": Organize a large-scale event or conference that brings both NRHH and RHA together to reflect on the year's achievements, share feedback, and set goals for the future. This event can be a place to showcase the positive outcomes of the collaboration, celebrate individual and group contributions, and renew commitment to working together.
4. Foster Long-Term Partnerships with Administration: Work to institutionalize the collaboration between NRHH and RHA by presenting the outcomes and impact to campus administration, positioning the relationship as a strategic asset for student engagement. Advocate for additional resources and support to continue these efforts long term. SAACURH would support this by allowing space for these to also be shared in regional spaces.

This was intentionally adapted from the 2025-2028 NRHH Strategic Plan to better solidify the NRHH and RHA Partnership.

MEMBER RETENTION AND LEADERSHIP DEVELOPMENT

Purpose Statement

The purpose of this initiative is to increase active participation, retention, and leadership development among RHA members by fostering a welcoming and inclusive environment. This environment will ensure that members feel supported, valued, challenged, and motivated to contribute to the RHA community. Through creating opportunities for growth, connection, and empowerment, this initiative aims to strengthen member engagement, enhance leadership skills, and cultivate a sense of belonging, ultimately contributing to a dynamic and thriving RHA community.

3E Goals

1). Engage

Goal: Increase active participation and create a strong sense of community by fostering engagement and involvement among RHA members through inclusive and welcoming opportunities.

Action Steps:

- Host Welcome and Orientation Events: Organize events at the start of each semester to introduce new members to RHA's culture, values, and

opportunities. This could include icebreaker activities, team-building events, and information sessions.

- Create Engagement Opportunities: Develop a variety of accessible and inclusive events and activities (e.g., leadership workshops, social gatherings, community service projects) that cater to a wide range of interests, ensuring that all members can participate in ways that feel comfortable and meaningful to them.
- Implement Member Feedback Channels: Regularly collect feedback through surveys or focus groups to understand members' interests, needs, and concerns. Use this feedback to adapt and improve engagement opportunities.
- Develop a Peer Mentorship Program: Pair new or less-engaged members with active, experienced members who can guide and encourage participation, helping them feel welcomed and supported.
- Leverage Digital Platforms: Use online communication channels (e.g., group chats, social media, email newsletters) to keep members informed, encourage participation in virtual events, and foster a sense of community beyond in-person meetings.

2). Empower

Goal: Empower RHA members by providing them with the tools, training, and opportunities to grow as leaders and active contributors to the organization and campus community.

Action Steps:

- Offer Leadership Development Programs: Create and promote opportunities for leadership training, such as workshops, webinars, or retreats, focusing on skills like communication, conflict resolution, and project management.
- Delegate Leadership Roles: Give members meaningful responsibilities and leadership opportunities, such as leading committees, coordinating events, or mentoring newer members, to develop their skills and ownership within the organization.

- Encourage Skill-Sharing: Create a platform for members to share their skills, experiences, and expertise with each other. For example, members could lead workshops or discussions on topics they are passionate about, strengthening the overall leadership capacity within the group.
- Provide Recognition and Support: Acknowledge and celebrate members' contributions, whether through public recognition, leadership awards, or appreciation events. This boosts morale, reinforces commitment, and motivates members to continue growing in their roles.
- Create Leadership Pathways: Design a clear and accessible pathway for leadership development within RHA, outlining the steps members can take to progress into higher-level positions and further enhance their leadership capabilities.

3). Elevate

Goal: Elevate the overall RHA experience by cultivating a culture of belonging and motivation, ensuring that members feel valued and challenged in ways that inspire long-term involvement and contribution to the community.

Action Steps:

- Foster Inclusivity in RHA Culture: Create an inclusive and respectful environment where diversity of thought, background, and perspective is celebrated. Incorporate regular diversity, equity, and inclusion training or workshops to build understanding and create a welcoming atmosphere for all members.
- Enhance Member Retention Strategies: Implement strategies to keep members motivated and committed, such as creating personalized engagement plans, offering leadership growth opportunities, and providing consistent feedback on their progress and contributions.
- Encourage Personal Growth and Challenges: Regularly challenge members to step outside of their comfort zones by assigning them new responsibilities, encouraging them to lead initiatives, or helping them take on more complex tasks. This will help members grow and feel personally invested in the success of RHA.

- Create a Strong Sense of Community: Organize regular check-ins, team-building activities, or retreats that allow members to bond, connect, and strengthen relationships. Building trust and rapport within the group will elevate the overall experience and help members feel more connected to the mission.
- Conduct Annual Evaluations: Regularly assess the effectiveness of RHA programs and leadership development efforts. Gather feedback from members and evaluate progress toward engagement, retention, and leadership development goals, adjusting strategies to ensure continuous improvement.

By following these steps, RHA can create a dynamic, thriving community where members are actively engaged, empowered to lead, and inspired to remain involved and contribute to the success of the organization.

CONTINUED TIMELINE AND GOALS

Timeline

The following timeline for confirmation and implementation will be followed and can be amended through the recommendation of the Regional Director and SAACURH Strategic Planning and RHA Development Committee with intentional notice and justification to the SAACURH Executive Committee.

- The 2025-2028 SAACURH RHA Strategic Plan will be released to SAACURH Leadership on January, 12th, 2025.
- The 2025-2028 SAACURH RHA Strategic Plan will be added to the corporate website following the approval and feedback timeframe to the region.
    - Approval timeframe - January 12th - January 17th, 2025.
    - Feedback/Maintenance timeframe - January 19th - January 23rd, 2025
- The 2025-2028 RHA Strategic Plan will be outlined at Regional Business Conferences in the NCC and RHA Boardroom to conduct feedback, make revisions, and update necessary items.
- The 2025-2028 SAACURH RHA Strategic Plan will be outlined at the 2025 NACURH Annual Conference for confirmation.
- Following the close of the 2025 NACURH Annual Conference, the SAACURH RHA Strategic Plan will begin its execution, with benchmarks and assessments taking place during the Semi-Annual Business Meeting and Annual Business meetings that follow in the years of the SAACURH RHA Strategic Plan's implementation.
- The next SAACURH RHA Strategic Plan will be created during the 2027-2028 affiliation year. During this creation the SAACURH Strategic Planning Committee may invite the past SAACURH Regional Director and/or Associate Director(s) to aid in its creation.

Goals

The collective goals of the SAACURH RHA Strategic Plan and the SAACURH Strategic Planning and RHA Development Committee include but are not limited to the following:

- Identify resources and create materials that enhance the engagement, collaboration, and advocacy efforts of RHA members across the SAACURH region to foster an inclusive, student-centered campus living experience that prioritizes leadership development, community-building, and student well-being.
- Increase the visibility and recognition of RHA within the SAACURH region by building a cohesive regional identity and celebrating achievements and successes within member schools.
- Advocate for and implement food insecurity and wellness programs that address the needs of students living in residence halls, creating supportive environments and promoting overall well-being.
- Strengthen the partnership between RHA and NRHH by creating shared spaces for collaboration, mutual respect, and alignment in their efforts to enhance the residential experience and recognize outstanding student leaders.
- Increase active participation, retention, and leadership development among RHA members by fostering a welcoming and inclusive environment where members feel supported, valued, challenged, and motivated to contribute to the RHA community.

MODE OF FEEDBACK + ACCOUNTABILITY

The SAACURH Strategic Planning and RHA Development Committees want to incorporate the feedback received from a feedback form distributed by the SAACURH Regional Director. Distribution of the form will be at the discretion of the SAACURH Regional Director, or their designee. This feedback form can be utilized as a means to solicit feedback for the contents of the SAACURH RHA Strategic Plan as well as feedback for the implementation of the SAACURH RHA Strategic Plan.

Form to be added following the confirmation of the SAACURH RHA Strategic Plan.

Accountability for the follow-through of the SAACURH RHA Strategic Plan falls on the SAACURH Executive Committee as well as representatives of SAACURH. To this end, appropriate accountability measures can be taken through means found within the SAACURH Policy Book as well as the SAACURH Constitution. With this in mind, SAACURH Leadership and representatives are empowered to hold the SAACURH Executive Committee (and other NACURH Leadership members) accountable to the execution of the SAACURH RHA Strategic Plan.

ACRONYM ADDENDUM

The below acronyms are utilized within NACURH and entity spaces, as well as throughout this document. This addendum may be changed to be best representative of the acronyms utilized in NACURH spaces.

- NACURH, Inc.
    - National Association of College and University Residence Halls, Incorporated
- NRHH
    - National Residence Hall Honorary
- NBD
    - NACURH Board of Directors
- NNBD
    - NACURH NRHH Board of Directors
- Joint Boards
    - Collective term for the NBD and NNBD
- RBD
    - Regional Board of Directors
- SEC
    - SAACURH Executive Committee
- NCO
    - NACURH Corporate Office
- IN
    - Identity Networks
- NAO
    - NACURH Associate for Operations
- NAN
    - NACURH Associate for NRHH
- NAE
    - NACURH Associate for Engagement

- CAACURH
    - Central Atlantic Affiliate of College and University Residence Halls
- GLACURH
    - Great Lakes Affiliate of College and University Residence Halls
- IACURH
    - Intermountain Affiliate of College and University Residence Halls
- MACURH
    - Midwest Affiliate of College and University Residence Halls
- NEACURH
    - North East Affiliate of College and University Residence Halls
- PACURH
    - Pacific Affiliate of College and University Residence Halls
- SAACURH
    - South Atlantic Affiliate of College and University Residence Halls
- SWACURH
    - Southwest Affiliate of College and University Residence Halls
- AC
    - Annual Conference
- CO
    - Coordinating Officer
- DADs
    - Acronym for reference to the Director and Associate Directors of an entity
- ADAF
    - Associate Director for Administration and Finance
- ADNRHH
    - Associate Director for NRHH
- NSPA
    - NACURH Service and Performance Assessment
- CRC
    - Conference Resource Consultant
- ASC
    - Advancement Society Consultant
- ART

    - Advisor Retention and Training
- RLC
    - Regional Leadership Conference
- RBC
    - Regional Business Conference
- RLC
    - Regional Leadership Conference
- ACUHO-I
    - Association of College and University Housing Officers - International