



**The Southern Association of College  
and University Business Officers**

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## **RECRUITMENT AND PARTICIPATION PLAN 2009-2010**

### **INTRODUCTION**

The Southern Association of College and University Business Officers' (SACUBO) Bylaws' purpose statement (1.2) outlines specific objectives in serving its membership. The success of SACUBO is directly related to the continued recruitment of new members and participation of its membership. The SACUBO Recruitment and Participation Plan provides the general guidelines for a program of maintaining membership, expanding participation in SACUBO-sponsored activities, and providing state-level support services for the SACUBO Drive In Workshop Program. The framework of this plan includes:

- A plan to establish peer-to-peer level contact between members and nonmembers with an objective to successfully recruit non-member institutions into full membership in SACUBO.
- A plan to establish peer-to-peer level contact between existing members with an objective to successfully increase participation in activities sponsored by SACUBO.
- A plan to establish "state-level" support for the SACUBO Drive In Workshop Program with the objective to expand the Program offerings.

In summary, the overall goal is to increase access to the services of SACUBO that should result in a successful accomplishment of the SACUBO purpose and mission.

### **RESPONSIBILITY**

The responsibility of implementing the SACUBO Recruitment/Participation Plan is vested in the Third Vice-President of the SACUBO Board of Directors. The Third Vice-President coordinates specific activities included in this plan and provides periodic updates to the Board of Directors. The Third Vice-President's final report to the SACUBO Board of Directors should include an evaluation and recommendations for improvement or discontinuance of the plan.

## **ENVIRONMENT**

The SACUBO service region comprises 13 states that include a full range of higher education institutions. Some institutions in states bordering the SACUBO service region have elected SACUBO as their regional association. Each state generally includes state-based associations of business officers. Overall membership in SACUBO is high; however, community colleges and small institutions membership is less than 58 and 69 percent respectively.

In relation to the existing number of members (780 institutions and 105 associates, affiliates, etc.), the level of participation in conferences is relatively low (450-500).. In 2009, a drop in attendance was experienced as a result of the downturn in the economy. Reversing this trend will be a challenge for the 2009-2010 year.

## **RECRUITMENT/PARTICIPATION ACTIVITIES**

Specific activities should include, but are not limited to the following:

- Implement a plan to increase membership of non-member institutions in SACUBO. Specific strategies should be developed for each member state in SACUBO's service region.
- The plan should include direct communication with the President and CBO of the institution with emphasis on SACUBO value to the overall institution.
- The plan should provide a continuing process to evaluate why institutions elect not to belong to SACUBO.
- Establish and maintain a mentor-based effort to contact newly appointed CBOs. Where appropriate, use of personal visits, telephone and written contact is suggested.
- Designate within each Constituent Committee a member responsible for coordinating individual state activities at the state level. This would involve coordination with state associations or individual colleges and universities.
- Provide promotional information on the SACUBO Annual Meeting, CBMI, Fall Workshop, Drive-in workshops and NGCBO Institute.
- Provide informational articles for publication in the SACUBO Ledger and the NACUBO Business Officer.
- Develop a list of recruitment enticements that may include free registration to SACUBO sponsored events. Based on funding approval from the SACUBO Board, use enticements as a recruitment tool.
- Provide information on new memberships for inclusion on SACUBO web sites.
- Implement a continuing process to determine reasons why institutions belong to SACUBO. Also, the continuing process should seek the institution's reasons for their level of participation in SACUBO sponsored activities.
- Provide "state-level" support services for SACUBO Drive-In Workshop Programs.

## **INCENTIVES**

The SACUBO recruitment-participation plan should include options for encouraging new memberships and/or attendance to SACUBO sponsored programs. Possibilities included but are not limited to:

- Discounted/Waived Membership Fee (one-time)
- Discounted/Waived Registration Fee
- Scholarship Consideration

These enticements should be included in the budget requests or considered as a funding factor in calculating registration fees.

## **SPECIAL PROJECTS**

Special projects (such as receptions for targeted groups) may be developed by the Constituent Committees. In order to expedite Board approval and funding of these special projects, the Third Vice President is responsible for obtaining Board approval.

## **EVALUATION**

Each Constituent Committee Chair will prepare a year-end report on participation and recruitment activities for the Third Vice President. The report will include:

### **Recruitment**

- How many institutions were contacted?
- Of those contacted, how many joined SACUBO?
- How many recruits received scholarships or other incentives?

### **Participation**

- How many low or non-participating members were contacted?
- How many contacted members subsequently attended a SACUBO activity?
- How many scholarships were awarded to these attendees?

### **Recommended Modifications**

- What efforts worked?
- What efforts did not work?
- What efforts would be more effective with minor modifications?
- In general, what recommendations do you have for recruitment and participation in the future?

## **FUNDING**

Funding for the recruitment/participation program should be approved annually by the SACUBO Board of Directors. The budget request should be developed by the Third Vice-President and include those costs associated with all activities.