



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

---

## **RECRUITMENT AND PARTICIPATION PLAN**

**2006-2007**

### **INTRODUCTION**

The Southern Association of College and University Business Officers' (SACUBO) ByLaws purpose statement (1.2) outlines six (6) 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 non-members with an objective to successfully recruit non-member institutions into full membership in SACUBO/NACUBO.
- A plan to establish *peer-to-peer* level contact between existing members with an objective to successfully increase participation in activities sponsored by SACUBO/NACUBO.
- 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/NACUBO that should result in a successful accomplishment of the SACUBO/NACUBO purpose and mission.

### **RESPONSIBILITY**

The responsibility of implementing the SACUBO/NACUBO Recruitment/Participation Plan is vested in the Third Vice-President of the SACUBO Board of Directors. The implementation of this plan should require the establishment of communication linkages

consisting of constituent committees, state contacts, SACUBO/NACUBO web site, and the SACUBO Drive In Workshop Coordinator. The Third Vice-President should coordinate specific activities included in this plan and provide 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

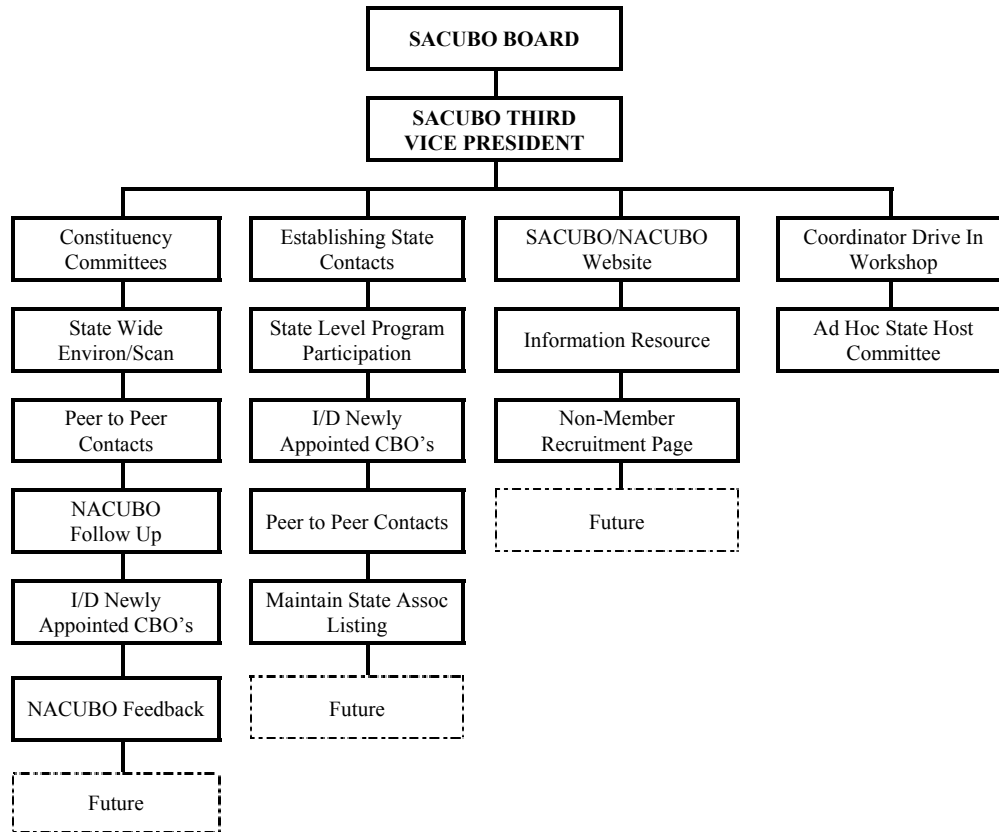
The SACUBO service region comprises 13 states that include a full range of higher education institutions. Some institutions in states bordering the SACUBO service region have elected SACUBO as their regional association. Each state generally includes state-based associations of business officers and/or executive level administration of business affairs. Overall membership in SACUBO/NACUBO is very high; however, community colleges' (two-year institutions) membership is less than 50 percent in regionals and in the national association.

In relation to the existing number of members, the level of participation in conferences, workshops, and hits on web sites is relatively low, but improving as technology becomes more accessible. Newcomers at conferences and workshops are registering in larger numbers, but overall attendance remains constant.

### STRUCTURE

The plan structure should consist of four basic components: constituent committees, state contacts, the SACUBO/NACUBO web site, and the SACUBO Drive In Workshop. The *internal operating process* should be coordinated by the Third Vice-President; however, the constituent committees should communicate directly with the Drive In Workshop staff. The implementation of this plan should be technology driven and a group list serv should be used. The required component structure and activities are reflected in the following chart.

**SACUBO ORGANIZATION**



**RECRUITMENT/PARTICIPATION/DRIVE IN WORKSHOP ACTIVITIES**

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

- Implement a plan to increase membership of non-member institutions in SACUBO/NACUBO. 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/NACUBO value to the overall institution.
  - The plan should provide a continuing process to evaluate why institutions elect not to belong to SACUBO/NACUBO.
- 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 SACUBO annual conferences, regional workshops, CBMI, Fall workshop, Drive-in workshops and NACUBO programs.
- 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/NACUBO web sites.
- Implement a continuing process to determine reasons why institutions belong to SACUBO/NACUBO. Also, the continuing process should seek the institution's reasons for their level of participation in SACUBO/NACUBO sponsored activities.
- Provide "state-level" support services for SACUBO Drive In Workshop Programs.

### INCENTIVES

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

- Discounted/Waived Membership Fee
- Discounted/Waived Registration Fee
- Scholarship Consideration
- NACUBO Publication Discount

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

### SPECIAL PROJECTS

These activities are to be considered special projects that will be developed by the Constituent Committees. In order to expedite Board approval of these special projects, the

Third Vice President is responsible for managing these special projects to obtain Board approval.

### **EVALUATION**

Each state plan contains a section titled “evaluation.” Specific criteria is suggested to assist the Third Vice President with the year-end report.

### **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 projected in the partnership.