

# 2020–2025 WACUBO Strategy Map



## MISSION

We offer opportunities to members to develop professionally, to explore issues and trends in higher education, and to engage with colleagues to share their expertise.

## VISION

WACUBO will be the premier provider of professional development and networking for business officers serving higher education in the west. WACUBO's vision will be realized by living our values.

## VALUES

WACUBO is committed to creating a welcoming and respectful environment inclusive of all professional and personal identities. WACUBO values diversity, collaboration, engagement, innovation and excellence.

## FOCUSING ON EXCELLENCE IN HIGHER EDUCATION BUSINESS & MANAGEMENT PRACTICES (E)

Commit to diversity and inclusion excellence in all aspects of culture, activities & people (E1)

Demonstrate agility in design, development and delivery of high quality and relevant professional development opportunities (E2)

Develop and connect higher education leadership of tomorrow (E3)

## STRENGTHENING OPERATIONAL CORE (O)

Utilize best practices for decision support (O1)

Leverage outsourced relationships to increase member value (O2)

## STRENGTHENING WACUBO CAPACITY (C)

Achieve and diversify a robust stream of member volunteers (C1)

Collaborate with other regions & NACUBO to create & present excellent programs and find operational synergies (C2)

Establish ways to communicate and demonstrate our value (C3)

## SECURING WACUBO'S FINANCIAL FUTURE (F)

Understand our marketplace and diversify & strengthen revenue streams (F1)

Identify current and future financial risks and opportunities and manage them (F2)

Expand relationships with private business partners (F3)