

# 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, environmental sustainability, and excellence.

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

Commit to diversity, equity, and inclusion excellence in all aspects of culture, activities, and 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 and NACUBO to create and 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 and strengthen revenue streams (F1)

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

Expand relationships with private business partners (F3)