



MSUAASF Strategic Plan 2019-2020

Executive Summary

The MSUAASF State Board of Directors approved a 2-year strategic plan on February 25, 2019. The four key areas identified in the plan (in no priority order) are based on a SWOT analysis performed at the 2017 Delegate’s Assembly, a MSUAASF State Executive Committee retreat, and a questionnaire sent out to all MSUAASF members around the state. While not all areas have goals and actions that stretch the entire two years, the State Board of Directors felt that these were key issues and topics that needed to be addressed in order to preserve and grow our organization and fulfill our mission:

The Minnesota State University Association of Administrative and Service Faculty (MSUAASF) is an organization of academic, administrative and student service professionals whose primary responsibility is supporting student access, engagement and success within the universities of the Minnesota State higher education system. We accomplish this through representing the rights, interests, welfare and professional development of our members through collective bargaining, contract enforcement and advocacy; thereby enabling members to most effectively serve our students.

Membership Recruitment & Retention

Key Result: Recruit and retain at least 80% of all members at each campus and maintain at least an 80% membership rate statewide.

Goals	Responsible Party and Details
Every campus chapter have a Membership Chair/Coordinator by July 2019	Each Campus President will appoint a Membership Chair/Coordinator who will recruit new members. Each Membership Chair/Coordinator will serve on the Statewide Membership Committee. The Statewide Membership Committee will develop duties for the role and develop annual goals.
A Teamsters Local 320 organizer will present a recruitment training at each campus by July 2019	Each campus Membership Chair/Coordinator will invite a Teamster organizer to provide the training.
Development of an effective ASF social media strategy by July 2019	The ASF Statewide Membership Chair and Committee and ASF President will create a plan to share important information with members through social media platforms to be determined. Posts will be made based on the plan, and the goal will be to increase followers. The Minnesota State Board of Trustees Excellence in Service Award nominees and recipient will be recognized.

Development of new member recruitment materials by January 2020	The ASF Statewide Membership Chair and Committee and ASF President will determine the format and content of materials and hire a graphic designer and union print shop as needed.
Review and update the MSUAASF website by January 2020	The ASF Statewide Membership Chair and ASF President will review the website and make updates as determined.
Creation of a Recognition Plan for ASF members by December 2019 for implementation in 2020	The ASF Statewide Membership Chair, Committee, ASF President, ASF Treasurer and ASF Past President will explore purchasing a recognition symbol, such as lapel pins for members and will develop a statewide membership appreciation day to coincide with ASF Founder's Day.

Leadership Recruitment and Succession Planning

Key Result: There will be numerous passionate and qualified candidates for the Spring 2020 ASF Officer elections and all new leaders have the resources and training to be successful

Goals	Responsible Party and Details
Development of a Succession and Training Plan for the next ASF Grievance Officer by August 2019	The current Grievance Officer will create succession materials, identify Teamsters-related issues, and provide comprehensive orientation, including relationship building opportunities, for the incoming Grievance Officer.
Development of recruitment and succession plan for all State ASF elected officers with a goal of attracting at least two candidates for each position by August 2019	The State ASF Board of Directors will explore the feasibility of increased release time for the ASF President and identify potential changes to officer positions to increase member interest. Board Members will actively recruit potential candidates.

FLSA Status Communications and Resources

Key Result: ASF Members will have their FLSA questions and concerns answered and addressed

Goals	Responsible Party and Details
The ASF Board will send a letter to all members about FLSA issues by May 2019 (or when all FLSA determinations are complete)	The ASF President will draft a letter for Board approval describing the impact of FLSA on members that will also provide a contact name for members with FLSA questions.
FLSA resources will be included on the MSUAASF website by December 2019	The ASF President and State ASF Grievance Officer will collect multiple resources from a variety of sources for inclusion on the website. They will create a guide for members about FLSA topics in the collective bargaining agreement, and seek the creation of a Minnesota State reference about issues that newly non-exempt members may confront under FLSA.

Teamsters Local 320 Affiliation

Key Result: The State ASF Board of Directors and the statewide membership will have thorough information about the MSUAASF-Teamsters Local 320 affiliation and the value we receive with the affiliation.

Goals	Responsible Party and Details
Clear communications about Teamsters affiliation during recruitment starting now and ongoing	The Campus Membership Chair/Coordinator, ASF President, and State ASF Board of Directors will describe the Teamsters affiliation during recruitment and will incorporate Teamsters logo in ASF materials.
Obtain detailed financial information from Teamsters by June 2019	The ASF Audit Committee and ASF Board will request the needed information from the Teamsters by April 10, 2019.
Research leading to the publication of the history of the ASF/Teamsters affiliation by July 2019	The ASF President and State ASF Grievance Officer will research the history of the affiliation, highlight salary and benefit negotiation since 1999 or 2009, compile this information and determine how best to share it with members.
Creation of an Annual Report by December 2019	The State ASF Audit Committee, ASF President, ASF Treasurer, and State Board of Directors will create a report that contains detailed financial information about Teamsters and ASF, as well as membership rates, events, and highlights.