



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

## 2021 Strategic Goals

### Strategic Goal 1

#### **Connect Members to Each Other**

“You do not have to go it alone. URMIA members help each other.”

Leader: Matt Tuttle, University of Utah

### Strategic Goal 2

#### **Connect Members with Professional Development**

“We offer you many educational opportunities in formats that fit your needs. We provide you a framework to meet core competencies for higher ed risk managers.”

Leader: Craig McAllister, University of Miami

### Strategic Goal 3

#### **Connect Members to Resources and Tools**

“We are working to make it easier for you to access content that can help you do your job.”

Leader: Sandy Mitchell, Massachusetts Institute of Technology

### Strategic Goal 4

#### **Connect our Actions to the Long-standing Values of our Members that Promote Diversity, Equity & Inclusion (DEI)**

...within our Community and the Profession of Higher Education Risk Management

“Diversity, equity & inclusion are critical to evolve our organization and profession. We are committed to taking intentional and affirmative steps as we progress into the future.”

Leader: Courtney Davis Curtis, University of Chicago



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

## **Strategic Goal 1 – Connect Members to Each Other**

### **SG#1-Objective 1 – Continue to improve the experience for new members.**

#### *What is Success?*

Enhance the onboarding experience for new members by having a member peer contact them within one month of joining. Outreach will be made to 100% of new members.

### **SG#1-Objective 2 – Develop a formal plan for sustaining ongoing member engagement.**

#### *What is Success?*

Support recruitment of volunteers to serve on committees and task forces as needed. Success is measured by limited number of open slots on committees/taskforces (i.e., 14/15 slots filled) and encouraging member participation from a diverse group (affiliates, small, midsize, large).

### **SG#1-Objective 3 – Explore expansion and utilization of engagement ambassadors.**

#### *What is Success?*

Engagement ambassadors role is defined and volunteer slots are filled.

### **SG#1-Objective 4 – Review and update documents defining member conduct expectations.**

#### *What is Success?*

Complete the code of conduct update and communicate to membership. Complete the network etiquette work, update online, and communicate to the membership.

### **SG#1-Objective 5 – Publish (first ever) Affiliate Services Directory to supplement existing member profile and further raise awareness about affiliate members' services and brand.**

#### *What is Success?*

Raising awareness of who URMIA affiliate members are and what services they offer. Provide non-dues revenue (2-\$5k) stream from advertising.



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

## **Strategic Goal 2 – Connect Members with Professional Development**

### **SG#2-Objective 1 – Nurture engagement with partner organizations.**

#### *What is Success?*

Sister associations know what URMIA is and that we are the source of higher education risk management expertise. Provide speakers as needed to partner and collaborate with RIMS, NACUA, CSHEMA and PRIMA on specific projects. Target NACUBO Annual Meeting for presentation and meetings with stakeholders.

### **SG#2-Objective 2 - Finish documenting linkage between URMIA’s education plan and core competency model.**

#### *What is Success?*

Operationalizing the links between URMIA’s education plan, the resource guide and core competency model so that members may clearly see ways in which URMIA’s education plan and resource guide offer opportunities to improve their developmental maturity in line with the competencies.

### **SG#2-Objective 3–Assess the resources necessary to support future educational needs of membership.**

#### *What is Success?*

Pre-pandemic we were on a course to hire a fulltime education manager but decided that take advantage of current staff skill set. As education is paramount to our mission, we need to keep assessing membership needs. Concluded to table this for 2021, but to keep as a future objective.

### **SG#2-Objective 4 – Modernize and update the resource guide, including accessibility and connections to core competencies.**

#### *What is Success?*

Launch updated resource guide.

### **SG#2-Objective 5 – Assess risk inventory awareness in member survey to ascertain member knowledge of the tool and what value it provides.**

#### *What is Success?*

Results of survey show that members are more aware of the tool than in a previous survey and provide testimonials of how it’s being used. Increase in webviews/downloads.

### **SG#2-Objective 6 –Deepen URMIA resources with more affiliate content.**

#### *What is Success?*

Increase affiliate content outside of conference presentations, including white papers, podcasts, webinars, roundtables, etc. that connect to the education plan and support other resources. Ensure that new affiliate member onboarding includes how they contribute to content.



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

SG#2-Objective 7 –Attract students to attend the Annual Conference and learn more about higher education risk management and our affiliate members.

*What is Success?*

Leveraging the reach of our affiliate members to attract students to attend the Annual Conference and learn more about higher education risk management and our affiliate members.



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

## Strategic Goal 3 – Connect Members to Resources and Tools

### SG#3-Objective 1 – Archive discussion posts that no longer have value.

#### *What is Success?*

Low-relevance posts are no longer included in site search results.

### SG#3-Objective 2 – Develop and implement a more effective formal tag structure – improving search results, quickly and efficiently (using tagging).

#### *What Is Success?*

A well-defined structure of how resources should be 'tagged'. Search results for tagged content include relevant resources. Fewer Ask Lou questions are submitted in requesting help to find a tagged resource.

### SG#3-Objective 3 – Evaluate and potentially implement Higher Logic's new library interface

We cannot comment on this goal until we have been able to view the new interface. Not yet available. (Can revise accordingly).

#### *What Is Success?*

A decision to implement the new library interface for members or not. Members use the tool (old or new) that enables them to browse and preview resources more quickly and with less training required. Staff uses the tool that requires less time to move and reorganize content.

### SG#3-Objective 4 – Redesign the member benefits section of our website.

#### *What Is Success?*

More non-members become members after reviewing the redesigned page(s). Members are more aware of the benefits membership provides. More user-friendly functionality with the 'go to' items easily accessible and highlighted.



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**COMMUNITY | INNOVATION | EDUCATION**

**Strategic Goal 4 – Connect our actions to the long-standing values of our members that promote diversity, equity & inclusion (DEI) within our community and the profession of higher education risk management.**

**SG#4-Objective 1 – Scan the environment and build a foundation.**

*What is Success?*

1. Establish a baseline and create awareness within member's own organization that may foster new opportunities and resources for URMIA to utilize for content delivery.
2. Establish a baseline and create awareness that may drive URMIA to be more intentional about who URMIA engages with.

**SG#4-Objective 2 – Create an informed community through DEI education.**

*What is Success?*

1. Use innovative programming, resources, policies, and processes that contribute positively to the culture of inclusive practices and implement into 2021 Annual Conference materials.
2. Spotlight at least 3 URMIA members of diverse background to share their experience, triumphs and contributions to the diversity, equity & inclusion.
3. Coordinate a calendar of events with at least 4 national days/months to highlight diversity, equity & inclusion opportunities.

**SG#4-Objective 3 – Provide opportunities for members of diverse background by creating scholarship and membership funding.**

*What is Success?*

1. Raise funds and set criteria to fund an internship for a student of color at an institutional member's organization with ongoing mentorship.
2. Provide a scholarship for a student of diverse background to attend the annual conference with ongoing mentorship.
3. Provide a scholarship for a member of diverse background to attend the annual conference.
4. Setup a process to provide a free membership (and a scholarship to attend the annual conference) for one year to an HBCU.