



# VIRGINIA ASSOCIATION OF COLLEGES & EMPLOYERS

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## **Mission Statement**

The mission of VACE is to facilitate career development and growth among college and employer members, and promote the accomplishment of professional goals by providing opportunities for relationship building and professional development activities.

## **Vision Statement**

VACE will become the premier state networking and professional development organization for the career development of college students. Through connecting colleges and employers, we will provide entry level career opportunities for Virginia's graduates and economic development in Virginia.

## **VACE Strategic Plan 2014-2019**

**Goal 1: VACE will enhance opportunities for networking, professional and leadership development for members in our organization.**

### **Action Plan:**

1. Increase and enhance opportunities for networking and professional development of our members.

#### Strategies:

- a. Increase the number of regional events offered throughout the year.
- b. Set up procedures and opportunities for training and networking via social media and virtual events.
- c. Develop intentional programming that is coordinated between the conference and other offerings.
- d. Provide HRCI credits to employer members.
- e. Reinstate funding to the Professional Development scholarship(s) for members.

2. Develop future leaders in our organization and professions.

#### Strategies:

- a. Prioritize succession planning by utilizing committees to identify and develop future leaders for the organization.
- b. Provide leadership training and opportunities to lead to our members to enhance their own career experiences and advance their career opportunities.
- c. Promote opportunities for both formal and informal mentoring through the VACE Mentoring Program, conference Newcomer events and other networking opportunities.
- d. Support the career advancement of our members through posting job opportunities on the listserv and LinkedIn group.

**Goal 2: Increase member retention and engagement, as well as recruit a diversity of employer and other member categories.**

**Action Plan:**

1. Cultivate relationships between members to retain and engage our membership over the years.  
Strategies:
  - a. Maintain committees and keep them active and engaged in the mission and vision of the organization.
  - b. Utilize our seasoned members (pillars of the profession) to serve on and chair committees, serve as mentors, and share their expertise.
  - c. Develop strategies to engage our employer relations members and members at the Director level.
  - d. Strengthen programming and professional development opportunities in addition to conference offerings. (see Goal 1 A)
  - e. Re-connect with organizations and individuals traditionally involved with VACE who are inactive or at risk of becoming inactive.
  
2. Diversify employer members to bring into better balance the distribution of membership categories.  
Strategies:
  - a. Target small businesses, non-profit, public service, health care and technology organizations.
  - b. Work closely with Employer Relations staff from college members to identify target organizations and promote VACE.
  - c. Reach out to professionals and organizations from contiguous states to promote the value of a VACE membership.
  - d. Enhance employer member programming and offer HRCI credits. (see Goal 1A)
  - e. Work with existing employer members to develop promotional materials for prospective employer members to promote buy-in to the value of membership.
  - f. Increase personal connections between employers to recruit to new members.

**Goal 3: Brand VACE as a “must have” membership in the state within the career services and talent acquisition profession. Promote the unity of members, value of the organization and the strength of Virginia colleges, employers and students at the state and national level.**

**Action Plan:**

1. Develop a “Hire Virginia” campaign to promote the shared goals of colleges and employers to connect student in Virginia to employment opportunities and sell Virginia talent.  
Strategies:
  - a. Identify opportunities to partner with economic development groups, as well as university communication and marketing departments to collaborate and promote the campaign.
  - b. Use the campaign to increase VACE’s brand and visibility.
  - c. Highlight the campaign in marketing and promotional materials.
  - d. Develop a “toolkit” to help small businesses and organizations utilize VACE in their recruiting efforts.
  - e. Develop and market student success stories.
  
2. Position VACE to provide a voice at the state and national level for issues concerning student employability, career outcomes, and first destination jobs.  
Strategies:
  - a. Insure that someone in VACE is attending national and regional events to promote VACE’s efforts.
  - b. Coordinate conversations between college members regarding first destination surveys.