UF APA
Strategic plan drafted in 2019
Working copy as of 12-06-2019

**ACADEMIC AND
PROFESSIONAL ASSEMBLY
(APA)**

UNIVERSITY OF FLORIDA

Long-term Strategic Plan

Working copy as of 12-06-2019

Purpose: To enrich the professional lives of UF staff by fostering an inclusive community through advocacy, education, and recognition.

Vision: The APA will be an influential and inclusive community, driving meaningful engagement and consistent advocacy for UF staff.

Longer-term goals:

- **1 - Community/sense of belonging – To foster a sense of belonging and inclusion among staff across the UF community**
    - 1.1 Host two Warm Welcome Events per year to officially welcome new staff, foster a sense of belonging, and offer inspiration from leaders
        - 1.1.1 Develop metric to track participation in future APA events (to show how effective the Warm Welcome is in engaging new staff with APA)
    - 1.2 Targeted outreach to new employees:
        - 1.2.1 Message new employees within two weeks of their initial hire, and
        - 1.2.2 Message employees at their six-month mark to check in and offer connection
    - 1.3 Host or organize a staff-wide service event once per year, partnering with community-recognized nonprofit organization or in-need school
        - 1.3.1 Pilot in spring 2020; gauge interest from VP
    - 1.4 Explore opportunities to engage staff who work outside of Gainesville
        - 1.4.1 Research how other staff organizations at large, public institutions connect staff at many different locations
        - 1.4.2 Pilot virtual events and livestream select events
    - 1.5 Recognize repeat attendees at the end of each semester (fall and spring)

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- ▪ 1.5.1 Send appreciation message from APA president
- ▪ 1.5.2 Present with APA pin at the next social
- o 1.6 Pilot UF leadership presence at more APA events, such as monthly mingles, as an opportunity for staff to connect and interact

1.M.1. *Metric: public-facing and internal planning calendars*
1.M.2. *Metric: attendance by location*

- **2 Education – To serve as a conduit for educational opportunities throughout the UF community and beyond**
  - o 2.1 Continue to diversify APA programming while fostering a sense of curiosity and lifelong learning through the following:
    - ▪ 2.1.1 Highlight research and initiatives across the university
      - ● 2.1.1.1 Continue Get to Know Campus Tour series, hosting at least four each semester (spring and fall)
      - ● 2.1.1.2 Pilot 5-minute research event in 2020 to highlight current research
        - o *Idea: Based on feedback from pilot, host research lunch and learn series and/or event, showcasing short presentations from multiple researchers and potentially including moonshot PIs*
    - ▪ 2.1.2 Continue to offer engagement/learning opportunities with executives
      - ● *May include: high-level speaker event, Warm Welcome Events, monthly mingles, etc.*
    - ▪ 2.1.3 Share event reviews and event highlights via communication channels (newsletter, website)
  - o 2.2 Offer professional development opportunity for staff to share knowledge and expertise
    - ▪ *Idea: TED-talk style event, or via Zoom, and/or in-person workshop*
      - ● Pilot in 2020-2021

2.M.1 *Metric: calendaring events*
2.M.2 *Metric: attendance*
2.M.3 *Metric: variety of programming*
2.M.3 *Metric: post-event surveys*

- **3 Advocacy – To advocate and serve as a voice for UF staff**
  - o 3.1 Grow network of APA representatives across the university to best represent staff and to share APA opportunities, while offering staff a chance to get more involved
    - ▪ *Network should represent departments, units, colleges, staff councils, and organizations. Representatives serve as part of the feedback loop, and present/share APA opportunities with colleagues (for example, at staff retreats or meetings)*
    - ▪ 3.1.1 Goal: APA representatives will bring at least one new guest to an APA event each semester
  - o 3.2 Engage with HR and HR liaison network
    - ▪ 3.2.1 Present at HR Forum at least once per year
    - ▪ 3.2.2 Host board meeting with Jodi Gentry at least twice per year, and as needed

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- ▪ 3.2.3. Highlight APA work and events at least once per quarter in UF at Work newsletter
  - ● Vary focus each quarter, perhaps based on four overall goals
  - ● Endorsement from Jodi to encourage supervisory support
- o 3.3 Develop feedback loop to more effectively serve as a voice for staff:
  - ▪ 3.3.1 Provide multiple avenues for employees to provide feedback
    - ● *May include: surveys, emails, in-person communication at events, through APA representative network at individual colleges/departments, etc.*
    - ● 3.3.1.1 Promote ombuds office and other resources where staff can voice their concerns
- o 3.4 Create letter to highlight ROI of attendance/participation, for members to provide their supervisors
- o 3.5 Provide year-end review to membership, highlighting educational opportunities, advocacy, etc.

3.M.1 *Metric: stakeholder register*
Outcome: year-end review

- - 4 **Partnerships – To develop strategic internal and external partnerships to enhance APA's reach and best serve our members**
  - o 4.1 Build network and collaborative relationships with other staff organizations across the university
    - ▪ 4.1.1 Host first roundtable or individual meetings with 1-2 board members from each organization to discuss mission, current top priority goals, etc.
      - ● 4.1.1.1 Identify where goals and current priorities overlap, and how we can collaborate to move our organizations forward together
      - ● *Timeline: Spring-Summer 2020 for meetings*
    - ▪ 4.1.2 Define expectations for partnership on Warm Welcome Event
  - o 4.2 Connect with staff organizations at other top public institutions to discuss ideas, issues, best practices, etc.

4.1.M *Metric: Number of meetings/calls with other staff groups, and momentum*

Documentation/notes from meetings