



NRHH

Strategic Plan | 2024-2027

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ACKNOWLEDGEMENTS

The National Residence Hall Honorary (NRHH) Strategic Plan was developed in support of the National Association of College and University Residence Halls (NACURH) with a need to revitalize the identity and services for all members of the honorary. The NACURH NRHH Board of Directors (NNBD) spend months of meeting time carefully planning and developing all of the goals and pieces of this strategic plan to contribute to the future of NRHH. The following individuals were key in supporting the creation and development of this strategic plan.

- **MEMBERS OF THE NRHH NATIONAL BOARD & Special Guests**
 - **Conor Dailey | NACURH Associate for NRHH**
 - **Payton Branson | NACURH Associate for Engagement**
 - **Xuxa Rossi | CAACURH Associate Director for NRHH**
 - **Lucy Ade | GLACURH Associate Director for NRHH**
 - **Lauren Gaiser | IACURH Associate Director for NRHH**
 - **Michael Hodge | MACURH Associate Director for NRHH**
 - **Helene Obonga Tongunga | NEACURH Coordinating Officer for Recognition and Service**
 - **Anthony Ching | PACURH Associate Director for NRHH**
 - **Janelle Lora | SAACURH Associate Director for NRHH**
 - **Hennessy Marte | SWACURH Associate Director for NRHH**
 - **Claire Westby | NCO Director for Information and Services**
 - **Dr. Jen O'Brien | NACURH NRHH Advisor**

EXECUTIVE SUMMARY

PURPOSE

The purpose of the NRHH Strategic Plan is to provide a clear direction for the future of this honorary. With a clear direction of goals and objectives, NRHH has the ability to adapt and update in order to best support our affiliated chapters and their institutional communities.

NEED

As the current one-year NRHH Strategic Plan is ending, the NNBD felt that it was necessary to develop a three-year plan that could outline the current developmental needs for the organization and provide a clear path for the future of the honorary. This plan allows for multiple collaborations between NACURH entities so that the NNBD, regional affiliates, and chapters can best support their members.

IMPLEMENTATION

In order to ensure the success of the strategic plan, all members of NACURH Leadership and chapter partners will all have to be invested in accomplishing the initiatives laid out in this plan. Throughout this three-year strategic plan, a standing NRHH Strategic Planning Committee shall work to accomplish and publish all aspects of this strategic plan. The strategic plan is divided into the following sections, to show how the plan will develop over its three-years lifespan, including:

1. NRHH Values and Identity
2. NACURH and NRHH Services and Resources
3. Engagement for Active and Lifelong Members

HISTORY OF NRHH

In 1964, the National Association of College and University Residence Halls (NACURH), Inc. found itself with financial difficulties. Jim Tschechtelin, NACURH Chair, began investigating possibilities for potential revenue sources and grants. Grants were found, but there were two requirements: a central NACURH office had to be established, and the member schools needed more services rendered. Thus on April 25, 1964 at the University of Denver during the annual NACURH Conference the National Residence Hall Honorary was created as an answer to the second requirement.

During the preliminary organization, the National Residence Hall Honorary (NRHH) focused on the incorporation of old into new. Campuses with existing honorary organizations were contacted and coordinated into the NRHH structure. The preservation of chapter identity was primary, as it was incorporated into the NRHH structure, and as each campus is aware of its own individual needs. The primary focus of each chapter became the recognition of the residence hall leaders on its campus. This helped sustain a consistent membership in on-campus organizations, as well as, on the regional and national levels within NACURH.

The years between 1977 and 1987 were years of growth for the NRHH. Pins and certificates were produced to recognize the members of the honorary, the tradition of regional and national receptions during conferences began and formal recruitment and affiliation packets were produced. Regional Recruiter (now called Associate Directors) positions on regional boards were also established. Many awards were created including Program, National Communications Coordinator, Advisor, Student, and Resident Assistant Of The Month Awards as well as the NRHH Outstanding Chapter of the Year.

NRHH has become more intertwined into the NACURH Corporate Structure by the addition of the NACURH Associate for NRHH (NAN) to the NACURH Executive Team in 2008 and its continuance to be the organization's major source of recognition. Activities of the chapters vary from campus to campus. Some simply induct new members at an annual recognition banquet every year, thus, an honorary chapter. Others are extremely active on their campuses and in their communities, coordinating leadership retreats, conferences, socials, hall or campus wide programs, fundraisers, and a whole host of other events. Still others have found a middle ground which suits their campus. Membership selection is conducted by each individual chapter, upholding a 1% membership cap of the residential student population. The chapter members are considered the leaders of the residence halls who have contributed extraordinary amounts of personal time and energy in order to make the residence halls more than a "dorm."

In 2024 at the NACURH Annual Business Conference, NACURH celebrated 70 years in conjunction with NRHH serving our membership for 60 years! Today, well over 150 chapters are affiliated with the honorary through NACURH.

PLANNING PROCESS

MAY 2023-OCTOBER 2023

- The NNBD started regular meetings to discuss NRHH business
- The idea of creating the 2024-2027 Strategic Plan was presented

OCTOBER 2023 | NRHH FALL 2023 QUARTERLY

- The NNBD did a SWOT analysis at the NRHH Fall 2023 Quarterly Meeting
- The NNBD first heard feedback from chapters about their needs for the future

JANUARY 2024 | NACURH SEMI-ANNUAL BUSINESS

- The NNBD meet during the NACURH Semi-Annual Business Meeting
- Development of overarching goal and objectives for the Strategic Plan
- Passed legislation to implement Strategic Planning and the Strategic Planning Committee into NRHH Policy
- The NNBD discussed the current state of the NRHH Values, Mission and Vision Statement

JANUARY 2024-MARCH 2024

- NNBD meet regularly to expand and define the goals and objectives within the Strategic Plan
- NNBD started working on updating and finding resources in support of those Strategic Planning topics

MARCH 2024 | NRHH SPRING 2024 QUARTERLY

- The NNBD meet with chapters and institution leaders at the NRHH Spring 2024 Quarterly Meeting
- Overarching discussion of support that could be seen in the NRHH Strategic Plan occurred with chapters and regional affiliates

APRIL 2024 - MAY 2024

- The NNBD finished discussion of goals and objectives on the NRHH Strategic Plan with feedback from the NRHH Spring 2024 Quarterly and all Spring Regional Conferences.
- The Strategic Plan was authored and finalized into a document with feedback changes from members of the NNBD

MAY 2024 | NACURH ANNUAL BUSINESS

- NRHH Strategic Plan was presented to the NNBD for approval at the NACURH Annual Business Meeting
- Present Strategic Plan to NRHH Membership at the NACURH Annual Conference during the NRHH Business Meeting

FOCUS AREAS

DESCRIPTION OF OVERALL FOCUS AREAS:

- **NRHH Values and Identity**
 - This focus area of the Strategic Plan focuses on understanding the current state of the NRHH values, recognition and service, as a part of the brand and culture of the organization. This area's intent is to update how the values connect to the identity of the organization within the chapter, regional, and national levels of the organization. Each of the goals within the lifespan of this Strategic Plan focus on redefining and solidifying that identity in all parts of the honorary so it can grow and expand in the future.
- **NACURH and NRHH Resources and Services**
 - This focus area of the Strategic Plan works on how best to support resources and services within the honorary. This focus area's initiatives work to determine the lifespan of current services and resources while focusing on expansion into new resources within the organization.
- **Engagement with All Members**
 - This focus area is intended to discuss the importance of creating engagement opportunities for all members of NRHH. The initiatives within this focus area have the goal of breaking down barriers of engagement and communication to help link members together and support parts of the honorary with new engagement activities.

TIMELINES

DESCRIPTION OF TIMELINES:

- **Short-Term**
 - These initiatives are meant to be completed within a one to two year time goal for the Strategic Plan. The goals within the initiatives create a solid bedrock for many of the Medium-Term and Long-Term initiatives in the Strategic Plan. Many of the goals within these initiatives can be completed through working groups or ad-hoc committees in the first or second year of the Strategic Plan.
- **Medium-Term**
 - These initiatives are meant to be completed within a two or three year time goal for the Strategic Plan. Many of the initiatives are built from actions in the Short-Term goals and lead onto larger parts of the long-term goals. These goals will need standing subcommittees within the NRHH Strategic Planning Committee and NACURH NRHH Board of Directors.
- **Long-Term**
 - These initiatives meant to be completed within a three or four year time. Some of the goals within the initiatives will be started within this Strategic Plan but not accomplished till the next Strategic Plan. All of these initiatives require standing subcommittees within the NRHH Strategic Planning Committee and NACURH NRHH Board of Directors. Additionally, many of the goals within the initiatives will require collaboration with many other entities within NACURH.

FOCUS AREA:
**NRHH VALUES AND
IDENTITY**

REDEFINING VALUES OF THE HONORARY

- **Goal Timeline: Short-Term**
- **Goal Summary:**
 - Determine what the NRHH values of recognition and service mean at all levels of NACURH (national, regional, and chapter level) and update all resources and documents that connect to those values.
- **Development of the Goal:**
 - Shall get information from chapters and regional stakeholders on how the NRHH values are currently being viewed.
 - Shall define what recognition means within the NRHH Identity and Brand
 - Shall define what service means within the NRHH Identity and Brand
 - Shall review the current NRHH Mission and Value Statements to align with the updated understanding of the values
 - Shall update NRHH guides, resources, and templates to align for with updated understanding of the values
- **Resources and Documents Impacted:**
 - NRHH Policy Book
 - NRHH Bylaws
 - Regional NRHH Policy Books
 - NRHH Branding & Marketing Guides
 - Templates for Chapter Constitutions

REFRESH & REALIGN BOTH NACURH & REGIONAL NRHH POLICY

- **Goal Timeline: Medium-Term**
- **Goal Summary:**
 - Review current regional and NACURH NRHH policy and practices to align them in the same understanding of the duties, responsibilities, and actions of the honorary.
- **Development of the Goal:**
 - Shall review the current NRHH Policy Book for discrepancies with current practices and make the appropriate changes to align them with practice.
 - Shall review the current NRHH Bylaws for discrepancies with current practices and make the appropriate changes to align them with practice.
 - Shall issue regional trickle down effects to align regional and national policy and practices.
 - Shall incorporate systems to regularly and consistently update regional and national policy to keep it aligned with practices.
 - Shall review and update all resources, guides, and services that are affected by updates in the national policy and bylaws
- **Resources and Documents Impacted:**
 - NRHH Policy Book
 - NRHH Bylaws
 - Regional NRHH Policy
 - NRHH Resources and Guides
 - Regional NRHH Resources and Guides

REINSPIRE NRHH IDENTITY, A COMMITMENT TO RECOGNITION AND SERVICE

- **Goal Timeline:** Long-Term
- **Goal Summary:**
 - Reinspire NRHH as an identity that members connect with at and beyond their time in higher education. The development of this goal will strive to engage with NRHH Lifelong Members and connect those engagements to current active members.
- **Development of the Goal:**
 - Shall work with NACURH Advancement Society to start engagement with NRHH Advancement Society members.
 - Shall establish ways of connecting current Lifelong Members to engagement opportunities with the values.
 - Shall find ways to give development opportunities to our active and lifelong members.
- **Resources and Documents Impacted:**
 - NRHH Membership Database

FOCUS AREA:
NACURH & NRHH
RESOURCES & SERVICES

IDENTIFYING OPPORTUNITIES AND METHODS TO ENHANCE OUR ORGANIZATIONAL SERVICES FOR OUR CHAPTERS

- **Goal Timeline: Short-Term**
- **Goal Summary:**
 - Review the current services including award bids and Of the Month (OTM) awards and determine their current effectiveness.
- **Development of the Goal:**
 - Shall review all current Of The Month (OTM) award categories to determine current lifespan and sustainability of these awards.
 - Shall review all current NRHH Award bid categories and determine current lifespan and sustainability of these awards
 - Shall determine timelines for OTM award category review and recommendations for the future.
 - Shall determine timelines for NRHH Award bid review and recommendations for the future.
- **Resources and Documents Impacted:**
 - NRHH Policy Book
 - Regional NRHH Policy Books
 - NACURH OTM Resources
 - Regional OTM Resources
 - NACURH Award Bidding Resources
 - Regional Award Bidding Resources

STANDARDIZING EDUCATIONAL RESOURCES AND ENGAGEMENT OPPORTUNITIES FOR MEMBERS

- **Goal Timeline: Medium-Term**
- **Goal Summary:**
 - Review all current advertised resources for updates and standardize the membership education process.
- **Development of the Goal:**
 - Shall review all currently available NRHH resources to determine current lifespan and sustainability of these resources.
 - Shall review all currently available NRHH resources for discrepancies with current policies and practices.
 - Shall communicate with chapters and other NACURH affiliates on the need for future NRHH resources and how best to accommodate those resources.
 - Shall develop and release the candidate membership education program.
 - Shall determine timelines for resource review and recommendations for the future.
- **Resources and Documents Impacted:**
 - NRHH Resources and Guides
 - Regional NRHH Resources and Guides
 - NRHH Candidate Membership Education Program

OF THE MONTH AWARDS

- **Goal Timeline: Long-Term**
- **Goal Summary:**
 - Determine how OTMs and OTM resources are best being used across the organization. The NNBD will look to provide new resources, engagement opportunities, and NACURH-based services to support OTMs.
- **Development of the Goal:**
 - Shall survey chapters and NACURH affiliates on current OTM resources, awards, and future OTM services.
 - Shall review engagement levels of all OTM categories.
 - Shall make recommendations on updates to OTM categories.
 - Shall determine timelines for OTM award review and recommendations for the future.
 - Shall review and update current OTM resources.
 - Shall determine needs and expectations for a permanent OTM database.
 - Shall start the process for the creation of a permanent OTM database
- **Resources and Documents Impacted:**
 - NRHH Policy Book
 - Regional NRHH Policy Books
 - NACURH OTM Resources
 - Regional OTM Resources
 - NACURH OTM Database

FOCUS AREA:
**ENGAGEMENT WITH
ALL MEMBERS**

ENHANCING OUR COMMUNICATION AND INCREASING OUR TRANSPARENCY ALONGSIDE DEVELOPING A FURTHER UNDERSTANDING OF OUR CHAPTERS

- **Goal Timeline: Short-Term**
- **Goal Summary:**
 - Shall work to better understand how to connect, inform, and engage with our chapters and regional affiliates.
 - Shall development of the Goal:
 - Shall work with chapters on finding out best modes of communication for active members, advisors, lifelong members, and NRHH Representatives.
 - Shall create policy on releasing NRHH quarterly meeting information to NRHH members in a timely manner.
 - Shall create policy and procedures to release meeting information and NRHH news to member chapters.
 - Shall release information on NRHH Assessments, Strategic Planning, and Survey results to member institutions.
- **Resources and Documents Impacted:**
 - NRHH Policy Book

ENHANCING OUR ENGAGEMENT OF LIFELONG MEMBERS

- **Goal Timeline: Medium-Term**
- **Goal Summary:**
 - To determine how to engage with current and future Lifelong members; and enhance services with support of Lifelong members.
- **Development of the Goal:**
 - Shall gather a list of current Lifelong members into a NRHH Membership Database.
 - Shall gather information from similar organizations on engagement with alumni members.
 - Shall gather feedback from current Lifelong members on how to create engagement opportunities with them.
 - Shall work with the Advancement Society to connect with current NRHH members within the Advancement Society.
 - Shall work to create methods of connecting Lifelong members to current active and candidate members.
- **Resources and Documents Impacted:**
 - NACURH Advancement Society List
 - NRHH Membership Database

SERVICE IMPLEMENTATION OF THE ORGANIZATION

- **Goal Timeline: Long-Term**
- **Goal Summary:**
 - Determine what service initiatives look like on all three levels of engagement (chapter, regional, and national). The NNBD shall additionally create resources and opportunities to support service at all levels of engagement.
- **Development of the Goal:**
 - Shall gather and update current service based resources from regional affiliates and NACURH
 - Shall gather information from chapters and regional affiliates about service initiatives
 - Shall create service-based engagement opportunities at chapter, regional, and national levels.
 - Shall work to promote service based recognition items such as OTMs and Of The Year Awards.
 - Shall create service program and initiative resources for chapters and regional affiliates.
 - Shall work to create resource support for regional and conference philanthropies.
- **Resources and Documents Impacted:**
 - NACURH NRHH Resources and Guides
 - Regional NRHH Resources and Guides

BEYOND THE STRATEGIC PLAN

NRHH STRATEGIC PLANNING COMMITTEE:

Throughout the course of this Strategic Plan, the NRHH Strategic Planning Committee will be formed to oversee, implement, and develop the initiatives and goals within this plan. As per NRHH policy, the NRHH Strategic Planning Committee will be promised of Stakeholders including but not limited to: RHA Representatives, NRHH Chapter Representatives, Advisors, Lifelong members, and members of NACURH leadership. This committee with the assistance of the NACURH NRHH Board of Directors shall determine how to accomplish this strategic plan and the initiatives that comprise it.

REGIONAL SUPPORT:

Many sections of this strategic plan require regional integration and trickle down policies. The NRHH Strategic Planning Committee and the NACURH NRHH Board of Directors will work with regional Associate Directors for NRHH and other members of regional boards or executive committees to best implement these changes across all of NACURH.

FUTURE NRHH STRATEGIC PLANS:

This NRHH Strategic Plan will last from NACURH Annual Conference 2024 to NACURH Annual Conference 2027. During the final affiliation year of this Strategic Plan, the next Strategic Plan will be drafted for approval in collaboration with the NRHH Strategic Planning Committee and the NACURH NRHH Board of Directors.