CACUBO

Central Association of College & University Business Officers

Strategic Plan

2026-2028

Providing value through enhanced programming, business partnerships, and member engagement.

MISSION STATEMENT

CACUBO's mission is to support higher education business and finance professionals through development, networking, and ethical leadership.

VISION STATEMENT

Our constituents recognize CACUBO as the choice for professional development and our diverse institutions desire to be actively engaged.

VALUES STATEMENT

Integrity: CACUBO is committed to the highest standards of ethical behavior, honesty and trust.

Excellence: CACUBO is committed to delivering the highest quality and most relevant programs and services.

Innovation: CACUBO is committed to meeting our members' needs by continuously evolving our structure, programs and services through creativity and ingenuity.

Community: CACUBO is committed to building a diverse and inclusive community by valuing and leveraging members' backgrounds, talents and expertise.

Enrichment: CACUBO is committed to creating learning opportunities that appropriately balance intellectual and interpersonal experiences.

Strategic Pillars for 2026-2028

1. We will provide professional development content and formats that meet our constituents' needs.
2. We will ensure business partnerships provide excellent value for members and partners.
3. We will foster active and engaged individual and institutional members.

CACUBO Strategic Plan 2026-2028			
Pillars	We will provide professional development content and formats that meet our constituents' needs.	We will ensure business partnerships provide excellent value for members and partners.	We will foster active and engaged individual and institutional members.
Outcomes	1. We are the first stop for the educational content of our constituents. 2. The programming content we provide fulfil and exceed the needs of our constituents.	1. Enhance the value proposition to the point that all events and sponsorship opportunities are fully realized.	1. Active participation (events/volunteers) by member institutions and individual members. 2. Attendance and engagement from every member institution. 3. Active volunteers.
Metrics	1. Attendance growth. 2. Satisfaction of attendees who attend our events through reviews of surveys. 3. Continued and recurring engagement of constituents at CACUBO events.	1. Percentage of exhibitors only moving to a sponsorship level. 2. Percentage of new exhibitors/sponsors returning. 3. Percentage of sponsors increase to next level.	1. Engagement from 80-90% member institutions. 2. Swag – Year 1 goal 100 sales. 3. Percentage of current member institutions retained.