

STRATEGIC PLAN

2024-2029



MISSION

The California Association for Institutional Research (CAIR) is dedicated to the fostering of unity and cooperation among persons having interests and activities related to institutional research and/or planning in California institutions of postsecondary education. CAIR provides a forum for the dissemination of information and interchange of ideas on problems of common interest in the field of institutional research.

In addition, CAIR promotes the continued professional development of individuals engaging in institutional research and fosters unity and cooperation among persons having interests and activities related to research.

VISION

CAIR will be the statewide leader in empowering higher education professionals to use quality data to inform decision-making that improves post-secondary institutions, supports California's diverse students, and promotes equity and inclusion.

VALUES

CAIR is a professional development organization that is guided by a Board of Directors selected among institutions of higher education in California. The Board expresses these values in all that it does.

COMMUNITY

We believe that we do our best work when the diversity of voices that constitute our community are guiding CAIR's priorities.

SERVICE

We believe in prioritizing service to the CAIR organization, community, and profession through providing top tier professional development opportunities.

CONTINUOUS IMPROVEMENT

We believe that professional development and continuous improvement lead to the best outcomes for our organization, California's institutions of higher education, their students, and the institutional research profession.

ENGAGEMENT

We believe that professional development should be made enjoyable and accessible through light-hearted yet substantial opportunities for learning and improvement in the context of an inclusive community.

ETHICS

We are committed to upholding the highest standards of ethical conduct, integrity, transparency, and accountability.

STRATEGIC GOALS

GOAL 1:

Increase community engagement and professional development opportunities.

GOAL 2:

Promote the field of institutional research as a vehicle for equity, diversity, and inclusion

GOAL 3:

Improve operational practices.

STRATEGIES

GOAL 1: Increase community engagement and professional development opportunities.

STRATEGY 1.1. Create mid-year networking opportunities.

STRATEGY 1.2. Develop and implement a mentorship program.

STRATEGY 1.3. Increase mutually beneficial partnerships with other professional organizations.

STRATEGY 1.4. Enhance professional development offerings at the Annual Conference.

GOAL 2: Promote the field of institutional research as a vehicle for equity, diversity, and inclusion.

STRATEGY 2.1. Create opportunities for increased inclusion of diverse persons and institutions in California.

STRATEGY 2.2. Embed equity, diversity, and inclusion throughout CAIR professional development and networking offerings.

GOAL 3: Improve operational practices.

STRATEGY 3.1. Ensure financial stability and sustainability by increasing cash reserves and low-risk investment opportunities.

STRATEGY 3.2. Improve data stewardship and management through integrated data practices to inform Board decision-making.

STRATEGY 3.3. Enhance engagement through communication through a multi-year marketing strategy.

STRATEGY 3.4. Create ongoing processes for maintaining, planning, assessing, and documenting activities to ensure organizational continuity.