



**Syracuse University  
Residence Hall Association**

# **Strategic Plan 2019-2020**

# TABLE OF CONTENTS

Process and Committee	3
Purpose	4
Focus Areas	5
Advocacy and Inclusivity	6
Building Campus Relationships	9
Connection to NACURH	12
Development and Structure	14
Engagement and Marketing	18
Timeline	22
Survey Results	31

# PROCESS & COMMITTEE

The Residence Hall Association started the planning process by surveying the Residence Hall Association members, the Office of Residence Life Professional Staff, and the Office of Residence Life Student Staff. The three different groups received surveys designed to provide a comprehensive SWOT Analysis of the Residence Hall Association. Despite receiving different surveys, each group received the same questions so the results could be analyzed both generally and by population. The 2018 Residence Hall Association Strategic Planning Committee then worked to analyze this data and formulate the following plan.

## Residence Hall Association Strategic Planning Committee

Lily Verbeck	- President
Sadia Ahmed	- Vice-President
BreeAnna Poshek	- National Communications Coordinator
Jennifer Diaz	- Director of Diversity and Inclusion
Hanna Martin	- Director of Civic Engagement
Nqobile Nyabonda	- Director of Programming
Daniel Wood	- Director of Public Relations and Marketing
Marquet Houston	- Advisor
Melissa Alexander	- Advisor

# PURPOSE

## MISSION

Advocating for Residents, Fostering Student Leadership

## VISION

Offering leadership opportunities through educational programming, impactful service, and resident-driven advocacy.

## VALUES

Inclusion  
Mooselove  
Passion  
Authenticity  
Connection  
Truth

The values to the left spell out "Impact" which is also our final value.

For more information on our values please visit:  
[rha.syr.edu/about/our-purpose](https://rha.syr.edu/about/our-purpose)



# FOCUS AREAS

Through analyzing the feedback the Strategic Planning Committee discovered 5 different focus areas, under which different initiatives were created. These initiatives all have goals designed to be accomplished within 1 to 2 years. At the end of the two years, the Residence Hall Association will then decide whether to either expand this Strategic Plan for a third year, or create a new one.

## **A** ADVOCACY & INCLUSIVITY

Prioritizing our advocacy initiatives and focusing on inclusion.

## **B** BUILDING CAMPUS RELATIONSHIPS

Strengthening our presence on campus through partnerships.

## **C** CONNECTION TO NACURH

Re-establishing our presence regionally and nationally.

## **D** DEVELOPMENT AND STRUCTURE

Refining our structure and methods of development.

## **E** ENGAGEMENT AND MARKETING

Enhancing the way residents are experiencing our organization.



## INITIATIVE

Development of the Director of Diversity and Inclusion Position

## REASONING

As the Director of Diversity and Inclusion is still new to the Residence Hall Association Executive Board, it is important to continue providing support to this role to ensure its success. We believe that this position has the potential to be impactful to the Syracuse University community.

## ACTION ITEMS

### Year 1

- Continue to provide intentional support and training to this position throughout its first year

### Year 2

- Reach out to other schools with similar positions to find out more information on how this position can continue to grow
- Build connections between this position and the four Resource Centers on campus and other student organizations focused on supporting students with marginalized identities to find ways in which we can better support students with marginalized identities

## INITIATIVE

Implementation of Diversity and Inclusion practices within the Residence Hall Association.

## REASONING

As the Director of Diversity and Inclusion is still new to the Residence Hall Association Executive Board, it is important to continue providing support to this role to ensure its success. We believe that this position has the potential to be impactful to the Syracuse University community.

## ACTION ITEMS

### Year 1

- Work with the Syracuse University Resource Centers to develop training resources
- Find ways to make our social media, and digital communication more accessible

### Year 2

- Strengthen training on equity, inclusion, and social justice for the Residence Hall Association Executive Board and Hall Councils
- Increase support for all residents, but especially all RHA leadership with historically marginalized identities
- Work with the Syracuse University Resource Centers to create best practices for inclusive programming

## INITIATIVE

Create a Culture of Advocacy Within our Residential Communities

## REASONING

Although advocacy is a large part of our mission statement it has been one area where our organization has consistently struggled to be successful. As we see that NACURH and NEACURH are working to provide more support for schools who are looking to create successful advocacy initiatives, and we see that Generation Z has an increased focus on creating change in their communities, the Residence Hall Association believes that it is important to continue fostering a culture of advocacy throughout our organization.

## ACTION ITEMS

### Year 1

- Develop and promote the way(s) in which residents can bring their concerns to the Residence Hall Association.
- Create a report every semester consisting of; the number of advocacy initiatives brought to RHA, the number of initiatives seen through completion, the status of initiatives not yet completed, and plan for remaining initiatives
- Further develop the Advocacy Committee

### Year 2

- Provide more advocacy training to the entirety of the Residence Hall Association
- Apply for the NACURH Advocacy Grant



## INITIATIVE

Foster a Healthier Relationship with the Office of Residence Life

## REASONING

As RHA continues to grow, it is important to foster and maintain a healthy relationship with the Office of Residence Life. Through building a stronger relationship with the department, RHA believes that they will be able to better support initiatives within the department as well as garner support from the department when needed.

## ACTION ITEMS

### Year 1

- Have key Executive Board members join relevant committees/task forces within the Office of Residence Life. A few committees of relevance are; ORL Climate Assessment Committee, ORL Leadership Vision Team, Inclusion Education, Assessment and Strategic Planning
- Attend key departmental meetings such as the ORL Departmental Meetings and RA In-Services in order to increase the flow of information between the organizations

### Year 2

- Create pathways for Resident Advisors to interact with RHA more
- Create initiatives that provide the opportunity for the department to interact with the organization
- Develop ways in which the Residence Hall Association can be integrated into the Office of Residence Life structures

## INITIATIVE

Form Partnerships with other Organizations and Departments

## REASONING

We believe that if the Residence Hall Association is to achieve their goals they must start by building relationships with organizations and departments on campus. By developing partnerships that connect with the mission and vision of the Residence Hall Association, we hope that the Residence Hall Association will be able to expand their potential to support the residents of the Syracuse University community.

## ACTION ITEMS

### Year 1

- Reach out to departments on campus that provide significant roles in the lives of Syracuse University residents (Housing, Meal Plan & ID; Cultural and Resource Centers; etc.)
- Develop a healthier relationship with the Student Association; such as creating an RHA rep at SA meetings

### Year 2

- Reach out to the student organizations and departments on campus that provide support to marginalized students on campus
- Seek out support from relevant student organizations in Residence Hall Association initiatives

## INITIATIVE

Connecting with University Leadership

## REASONING

As the Residence Hall Association's purpose is to advocate for residents, it is important for the Residence Hall Association to truly understand how the university works beyond the Office of Residence Life. The Residence Hall Association also realizes that in order to be truly impactful, we should be connecting with University Administrators that have the ability to provide us with answers and opportunities beyond the capabilities of the Office of Residence Life.

## ACTION ITEMS

Year 1

- Determine which administrators would be the most appropriate to reach out to
- Work with the Student Association and Graduate Student Organization to develop a list of University Committees they sit on

Year 2

- Work with University Administrators, the Student Association and Graduate Student Organization to create seats on University Committees specifically for the Residence Hall Association
- Establish recurring meetings with relevant University Administrators

## INITIATIVE

Connect the Syracuse University Residence Hall Association to NEACURH and NACURH

## REASONING

We have seen that students who truly understand the impact that they can have through opportunities provided by NACURH and thus believe that by advertising these opportunities to residents on campus that we will continue to strengthen our own organization. We hope that by utilizing the resources provided by NACURH and NEACURH they will be able to further develop themselves as leaders beyond the skills learned solely on our campus.

## ACTION ITEMS

### Year 1

- Advertise NACURH and NEACURH opportunities through the Syracuse University Residence Hall Association social media and general body meetings
- Apply for NACURH grants in order to expand our budget and further develop our advocacy and programming initiatives
- Advertise NACURH and NEACURH committees to all RHA members

### Year 2

- Incorporate NACURH and NEACURH initiatives on campus; such as National Residence Hall Month

## INITIATIVE

Expand upon the Conference Delegate Experience

## REASONING

We have seen that attending a regional or national conference has provided students with a large amount of excitement and passion for our organization. However, we still tend to see these delegates leave the organization at the year's end. By working to expand on the experience of conference delegates, we can work to not only build our presence outside of campus but retain our members.

## ACTION ITEMS

### Year 1

- Implement a blind application process for delegate selection
- Create forms of recognition for Conference Delegations beyond general body meetings
- Keep previous delegates informed on opportunities to be hosted at Syracuse University

### Year 2

- Create a bridge between the conference delegations and the bid committee
- Develop opportunities for conference delegations to stay involved with the organization at a higher level than non-delegate members
- Incorporate previous delegates into new conference preparation opportunities

## INITIATIVE

Develop a Unified Structure for Hall Councils and the Executive Board

## REASONING

As a primarily freshman organization, with multiple layers of leadership and variety of opportunities for involvement, we have seen continued difficulty explaining the leadership opportunities to future leaders. Through this initiative we believe that we will be able to provide better support and training for members filling these positions. We believe that by providing a more standardized structure for the hall councils we will be able to ensure a stronger organization.

## ACTION ITEMS

### Year 1

- Rename positions on the Executive Board as well as the Hall Council positions in order to provide clarity on expectations and connections between councils.
- Create a common Hall Council Structure that provides more connection to the Executive Board
- Create an article in the constitution to outline consistent expectations and responsibilities and positions at the hall level
- Implement new hall council structure

### Year 2

- Better explain the connection between positions on the Executive Board and the Hall Councils
- Enhance Hall Council support structures and committees, and Adopt-A-Hall training

## INITIATIVE

Recruitment of Leaders

## REASONING

As the Residence Hall Association continues to grow, it is important to effectively recruit members into the organization. We have seen a repeated level of difficulty in recruiting new members to the organization. A clear process on how we will reach out to new members will help provide clarity to not only our residents but the staff members providing support during this period as well.

## ACTION ITEMS

Year 1

- Review Current Recruitment Methods
- Establish procedures for recruitment on behalf of the organization
- Implement a blind election process for the hall councils
- Provide training to the Office of Residence Life staff on best practices for recruiting students

Year 2

- Work with the Office of Residence Life to incorporate the Residence Hall Association recruitment into the building opening each semester
- Implement new recruitment methods for the entire campus

## INITIATIVE

Training and Transition

## REASONING

The Residence Hall Association has a history of high turnover on both the Executive Board and Hall Council levels. It is important to ensure that we are providing support to all members of our organization by providing sufficient training.

## ACTION ITEMS

Year 1

- Develop in person transition experiences for the Executive Board
- Provide more resources on the Residence Hall Association website and through Basecamp for all members of the organization
- Further develop Impact U as a method of training for the hall councils
- Formalize the SSC Process for the Executive Board

Year 2

- Research possibilities for ways to continue training the Hall Councils through both RHA run initiatives and other campus opportunities
- Incorporate the Office of Residence Life Leadership Committee into developing new training opportunities for RHA
- Create a specific training handbook for all Executive Board and Hall Council Members
- Further develop Advisor training during professional staff training
- Incorporate additional Advisor training into the Impact U Event



## INITIATIVE

Additional Advising Support

## REASONING

The Residence Hall Association recognizes the importance of our advisors in the ability of our organization to be successful. We feel that it is our duty to provide our advisors with more support and information regarding the initiatives our organization is working to accomplish.

## ACTION ITEMS

Year 1

- Change the frequency of Advisor roundtables from once a month to twice a month
- Provide a yearly plan to minimally all of the RHA advisors
- Survey Advisors about their experience with advising, specifically

Year 2

- Create ways in which RHA can become more supportive for Advisors struggling to develop a hall council
- Develop a new plan based on results from Advisor Surveys
- Incorporate additional Advisor Training into the Impact U event

## INITIATIVE

Increase Resources for all programming initiatives throughout the organization.

## REASONING

The Residence Hall Association recognizes programming as an important tool in accomplishing our mission and vision. We believe that providing resources for our members to continue developing our programming initiatives will allow us to make our programs more intentional and impactful for our community, thus bettering our organization.

## ACTION ITEMS

### Year 1

- Work with the hall councils to find out what issues they face as they program.
- Continue collecting events to fill the programming database
- 

### Year 2

- Develop a way to make the programming database more accessible to the members of the Residence Hall Association
- Develop a consistent tool to assess the success of RHA's programs
- Focus programming training on the logistics and successful implementation of events
- Apply for NACURH programming grants in order to fund larger events on campus

## INITIATIVE

Increase the visibility of the Residence Hall Association through the creation and implementation of "Traditional" events.

## REASONING

Tradition is a significant part of the culture of Syracuse University and NACURH and leads to the continued success of events that happen from year to year. RHA has recently reassessed their traditional events and is in the process of developing new traditions as an organization. Through working on this initiative RHA hopes that it will create successful events that will create a desire for continue participation.

## ACTION ITEMS

### Year 1

- Develop a marketing campaign for the Hall Cup initiative
- Continue to reshape the event currently known as Condom Carnival
- Assess current events that are traditional to RHA in relation to their ability to continue achieving RHA's mission and vision statements
- Work with the Office of Residence Life to make Hall Cup a department-wide initiative

### Year 2

- Further build upon Impact U and find a way to drive attendance to this event
- Develop another tradition to occur within the second half of the fall semester

## INITIATIVE

Enhance Overall Marketing Efforts

## REASONING

The Residence Hall Association realizes that there is a relatively low number of students who understand who we are as an organization. We believe that in order to be truly effective, we must increase the number of residents who know who we are, and our purpose. Through increased efforts to engage with our residents through marketing, we hope to recruit more residents and receive more feedback on how we can continue to advocate for residents.

## ACTION ITEMS

### Year 1

- Develop a plan for implementing Hall Council logos
- Release marketing advertising the purpose and values of the Residence Hall Association
- Provide additional marketing materials to halls prior to move-in
- Work with the Office of Residence Life to create department-wide marketing initiatives
- Increase accessibility of marketing initiatives

### Year 2

- Host Campus-Wide Town Hall Meetings
- Work with other departments to advertise the Residence Hall Association to students

## INITIATIVE

Increased South Campus Engagement

## REASONING

The Residence Hall Association sees that there is a disconnect between the experience of students who live on South Campus and students that live on North Campus. We see that we have significantly less engagement from students who live on South Campus. The Residence Hall Association also recognizes that the South Campus population is the largest residential community on campus and that by continuing to have low involvement by these residents, we are not supporting a significant population that we are supposed to be serving. By working on this initiative RHA believes that we will be able to better the residential experience for students living on South Campus.

## ACTION ITEMS

### Year 1

- Work with the South Campus and Skyhalls Office of Residence Life Staff to find out current strategies being used to engage the South Campus Community
- Develop a Marketing Strategy specifically for the South Campus Community
- Survey the South Campus population to determine how we can best support them
- Advertise the Residence Hall Association during South Campus move-in

### Year 2

- Create initiatives on South Campus to specifically engage this community

## 2019

The complete list of goals to be accomplished in 2019. If these goals are not completed, we hope that they will be accomplished in early 2020.

## ACTION ITEMS

### Advocacy And Inclusivity

- Continue to provide intentional support and training to this position throughout its first year
- Work with the Syracuse University Resource Centers to develop training resources
- Find ways to make our social media, and digital communication more accessible
- Develop and promote the way(s) in which residents can bring their concerns to the Residence Hall Association
- Create an Advocacy report ever semester
- Further enhance the Advocacy Committee

### Building Campus Relationships

- Have key Executive Board members join relevant committees/task forces within the Office of Residence Life
  - Attend key departmental meetings such as the ORL Departmental Meetings and RA In-Services in order to increase the flow of information between the organizations
  - Reach out to departments on campus that provide significant roles in the lives of Syracuse University residents
  - Develop a healthier relationship with the Student Association
  - Determine which administrators to connect to
- Work with the Student Association and Graduate Student Organization to develop a list of University Committees they sit on



## 2019

The complete list of goals to be accomplished in 2019. If these goals are not completed, we hope that they will be accomplished in early 2020.

## ACTION ITEMS

### Connection To NACURH

- Advertise NACURH and NEACURH opportunities through the Syracuse University Residence Hall Association social media and general body meetings
- Apply for NACURH grants in order to expand our budget and further develop our advocacy and programming initiatives
- Advertise NACURH and NEACURH committees to all RHA members
- Implement a blind application process for delegate selection
- Create forms of recognition for Conference Delegations beyond general body meetings
- Keep previous delegates informed on opportunities to be hosted at Syracuse University

### Development And Structure

- Rename positions on the Executive Board as well as the Hall Council positions in order to provide clarity on expectations and connections between councils.
  - Create a common Hall Council Structure that provides more connection to the Executive Board
  - Create an article in the constitution to outline consistent expectations and responsibilities and positions at the hall level
- Implement new hall council structure

## 2019

The complete list of goals to be accomplished in 2019. If these goals are not completed, we hope that they will be accomplished in early 2020.

## ACTION ITEMS

### Development And Structure

- Review Current Recruitment Methods
- Establish procedures for recruitment on behalf of the organization
- Implement a blind election process for the hall councils
- Provide training to the Office of Residence Life staff on best practices for recruiting students
- Develop in person transition experiences for the Executive Board
- Provide more resources on the Residence Hall Association website and through Basecamp for all members of the organization
- Further develop Impact U as a method of training for the hall councils
- Formalize the SSC Process for the Executive Board
- Change the frequency of Advisor roundtables from once a month to twice a month
- Provide a yearly plan to minimally all of RHA advisors
- Survey Advisors about their experience with advising, specifically

### Engagement And Marketing

- Work with the hall councils to find out what issues they face as they program.
- Continue collecting events to fill the programming database
- Develop a marketing campaign for the Hall Cup initiative
- Continue to reshape the event currently known as Condom Carnival



## 2019

The complete list of goals to be accomplished in 2019. If these goals are not completed, we hope that they will be accomplished in early 2020.

## ACTION ITEMS

### Engagement And Marketing

- Assess current events that are traditional to RHA in relation to their ability to continue achieving RHA's mission and vision statements
- Work with the Office of Residence Life to make Hall Cup a department-wide initiative
- Develop a plan for implementing Hall Council logos
- Release marketing advertising the purpose and values of the Residence Hall Association
- Provide additional marketing materials to halls prior to move-in
- Work with the Office of Residence Life to create department-wide marketing initiatives
- Increase accessibility of marketing initiatives
- Work with the South Campus and Skyhalls Office of Residence Life Staff to find out current strategies being used to engage the South Campus Community
- Develop a Marketing Strategy specifically for the South Campus Community
- Survey the South Campus population to determine how we can best support them
- Advertise the Residence Hall Association during South Campus move-in

## 2020

The complete list of goals to be accomplished in 2020. If these goals are not completed, we hope that they will be accomplished in early 2021. We may also carry over goals from the 2019 year as well.

## ACTION ITEMS

### Advocacy And Inclusivity

- Reach out to other schools with similar positions to find out more information on how this position can continue to grow
- Build connections between this position and the four Resource Centers on Campus and other student organizations focused on supporting students with marginalized identities
- Strengthen training on equity, inclusion, and social justice for the Residence Hall Association Executive Board and Hall Councils
- Increase support for all residents, but especially all RHA leadership with historically marginalized identities
- Work with the Syracuse University Resource Centers to create best practices for inclusive programming
- Provide more advocacy training to the entirety of the RHA
- Apply for the NACURH Advocacy Grant

### Building Campus Relationships

- Create pathways for Resident Advisors to interact with RHA more
- Create initiatives that provide the opportunity for the department to interact with the organization
- Develop ways in which the Residence Hall Association can be integrated into the Office of Residence Life structures

## 2020

The complete list of goals to be accomplished in 2020. If these goals are not completed, we hope that they will be accomplished in early 2021. We may also carry over goals from the 2019 year as well.

## ACTION ITEMS

### Building Campus Relationships

- Reach out to the student organizations and departments on campus that provide support to marginalized students on campus
- Seek out support from relevant student organizations in RHA initiatives
- Work with University Administrators, the Student Association and Graduate Student Organization to create seats on University
- Committees specifically for the Residence Hall Association
- Establish recurring meetings with relevant University Administrators

### Connections To NACURH

- Incorporate NACURH and NEACURH initiatives on campus
- Create a bridge between the conference delegations and the bid committee
- Develop opportunities for conference delegations to stay involved with the organization at a higher level than non-delegate members
- Incorporate previous delegates into new conference preparation opportunities

### Development And Structure

- Better explain the connection between positions on the Executive Board and the Hall Councils
- Enhance Hall Council support structures, committees, and Adopt-A-Hall

## 2020

The complete list of goals to be accomplished in 2020. If these goals are not completed, we hope that they will be accomplished in early 2021. We may also carry over goals from the 2019 year as well.

## ACTION ITEMS

### Development And Structure

Work with the Office of Residence Life to incorporate the Residence Hall Association recruitment into the building opening each semester

Implement new recruitment methods for the entire campus

Research possibilities for ways to continue training the Hall Councils through both RHA run initiatives and other campus opportunities

Incorporate the Office of Residence Life Leadership Committee into developing new training opportunities for RHA

Create a specific training handbook for all Executive Board and Hall Council Members

Further develop Advisor training during professional staff training

Incorporate additional Advisor training into the Impact U Event

Create ways in which RHA can become more supportive for Advisors struggling to develop a hall council

Develop a new plan based on results from Advisor Surveys

Incorporate additional Advisor Training into the Impact U event

### Engagement And Marketing

Develop a way to make the programming database more accessible to the members of the Residence Hall Association

Develop a consistent tool to assess the success of RHA's programs

# TIMELINE

## 2020

The complete list of goals to be accomplished in 2020. If these goals are not completed, we hope that they will be accomplished in early 2021. We may also carry over goals from the 2019 year as well.

## ACTION ITEMS

### Development And Structure

Work with the Office of Residence Life to incorporate the Residence Hall Association recruitment into the building opening each semester

Implement new recruitment methods for the entire campus

Research possibilities for ways to continue training the Hall Councils through both RHA run initiatives and other campus opportunities

Incorporate the Office of Residence Life Leadership Committee into developing new training opportunities for RHA

Create a specific training handbook for all Executive Board and Hall Council Members

Further develop Advisor training during professional staff training

Incorporate additional Advisor training into the Impact U Event

Create ways in which RHA can become more supportive for Advisors struggling to develop a hall council

Develop a new plan based on results from Advisor Surveys

Incorporate additional Advisor Training into the Impact U event

### Engagement And Marketing

Develop a way to make the programming database more accessible to the members of the Residence Hall Association

Develop a consistent tool to assess the success of RHA's programs

## 2020

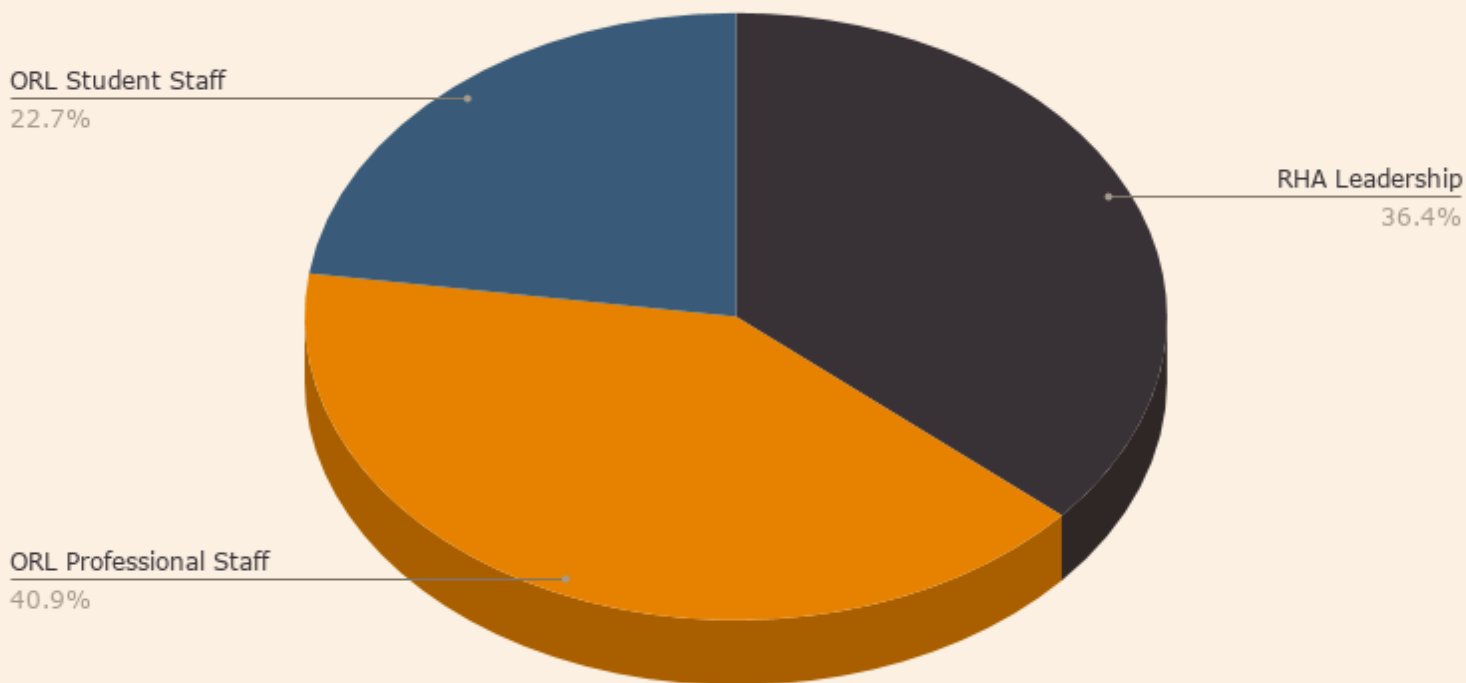
The complete list of goals to be accomplished in 2020. If these goals are not completed, we hope that they will be accomplished in early 2021. We may also carry over goals from the 2019 year as well.

## ACTION ITEMS

### Engagement And Marketing

- Focus programming training on the logistics and successful implementation of events
- Apply for NACURH programming grants in order to fund larger events on campus
- Further build upon Impact U and find a way to drive attendance to this event
- Develop another tradition to occur within the second half of the fall semester
- Host Campus-Wide Town Hall Meetings
- Work with other departments to advertise the Residence Hall Association to students
- Create initiatives on South Campus to specifically engage this community

## SURVEY RESPONDENTS



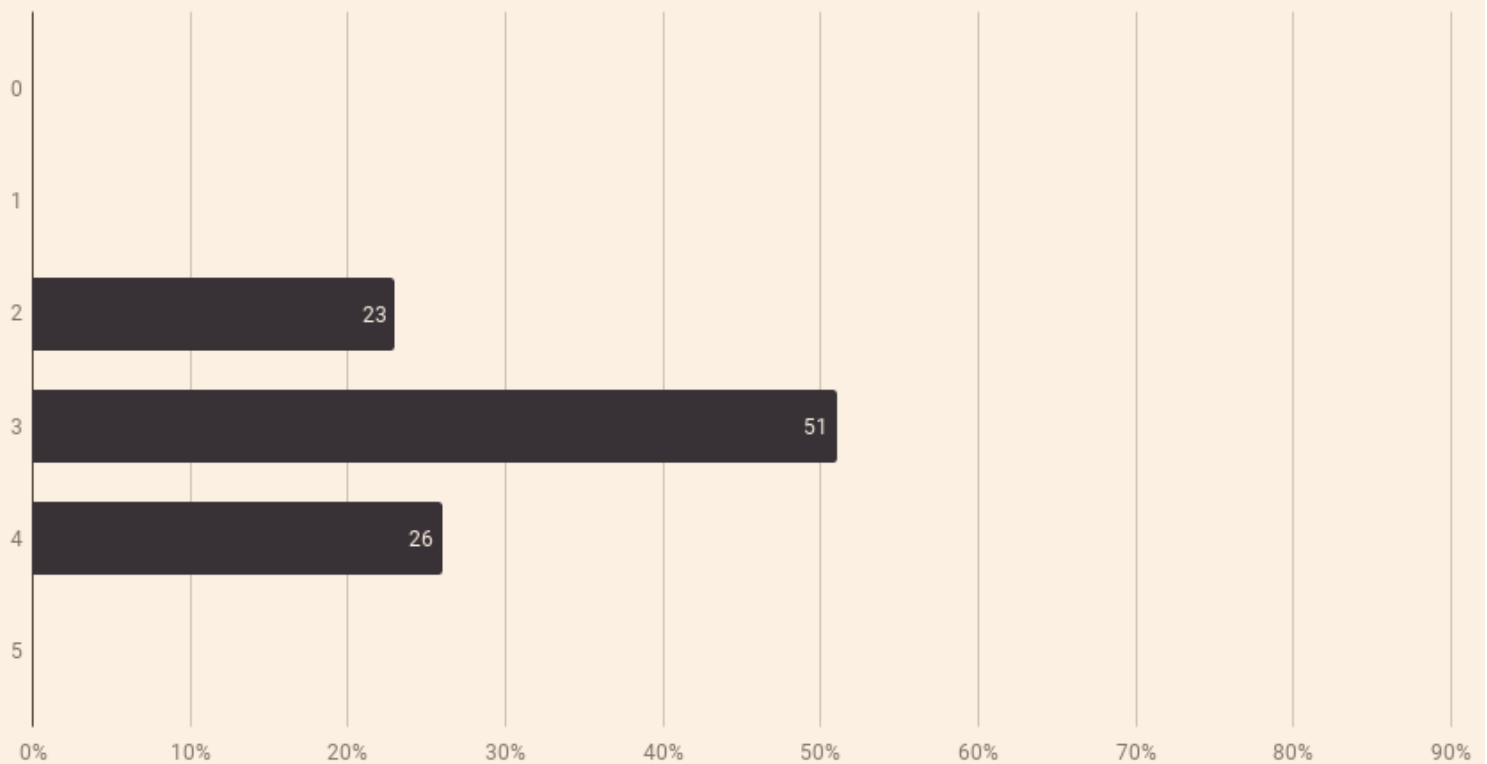
## WHO ARE THEY?

The Residence Hall Association defines "ORL Professional Staff" as all members of the Central Office, all Residential Staff, and all Graduate Assistants.

The Residence Hall Association defines "ORL Student Staff" as all current Resident Advisors.

The Residence Hall Association defines "RHA Leadership" as current RHA Executive Board members and students who held an Executive Board position within the last calendar year.

## HOW WELL IS RHA PERFORMING?



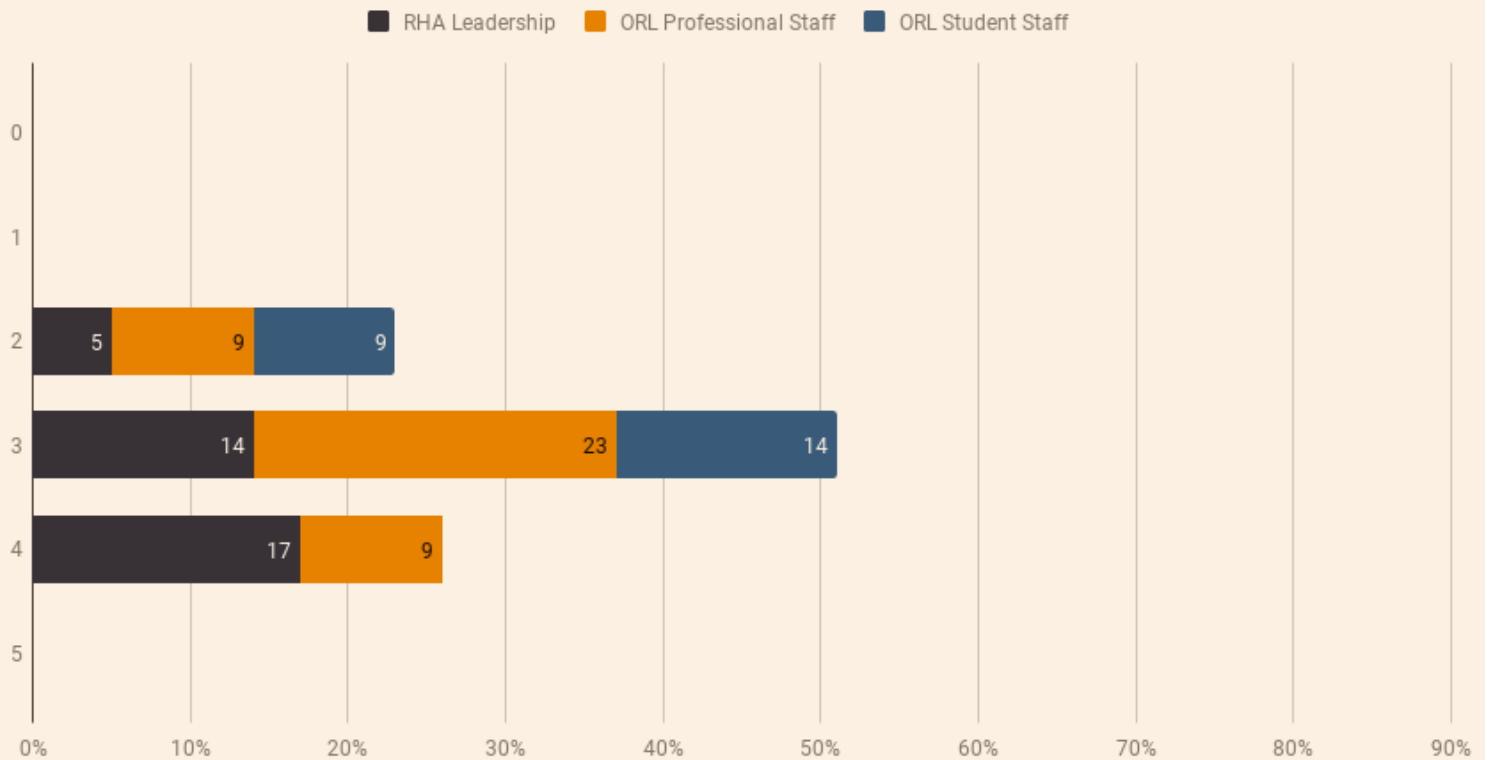
## WHAT DOES THIS MEAN?

One of the questions that the Residence Hall Association asked in the survey was how well the individual felt that RHA was accomplishing their Mission and Vision statements.

In the survey, we explained that 0 represented not achieving their goals, and a 5 meant over-achieving their goals.



## HOW WELL IS RHA PERFORMING?



## WHAT DOES THIS MEAN?

When looking at the responses divided among the three groups, we can see that there is a disconnect between the perception of the three groups.

We feel that a factor for this is the level of communication between the Residence Hall Association and the Office of Residence Life.

This is a significant reason for initiative "Foster a Healthier Relationship with the Office of Residence Life".

## ADDITIONAL NOTES

There was limited feedback on the Residence Hall Association's performance within NACURH, and NEACURH specifically. However, the Residence Hall Association felt that despite the lack of feedback on this area, that our connection to NACURH and NEACURH still plays a significant role in the ways in which we are able to accomplish our goals on the Syracuse University Campus. The initiatives set in place under this focus area were created through conversations with the Strategic Planning Committee after deliberating ways in which the Residence Hall Association could continue to perform better.

Similarly, there was limited feedback that led to the creation of the focus area titled "Advocacy and Inclusion". However, as Advocacy is a significant piece of the Residence Hall Association's Mission, and Inclusion one of the Residence Hall Association's values, as well as something that NACURH, NEACURH, and Syracuse University are all placing increased value on, the Residence Hall Association felt that it was important to include this as a focus area in order for us to continue developing as an organization.