International Town & Gown Association

5 YEAR STRATEGIC PLAN

Improving the Quality of Life in Campus Communities Across the Globe
The purpose of the ITGA Strategic Plan is to clearly define the direction for ITGA, articulate specific growth-oriented goals and objectives, and evaluate progress made toward these goals.

**Mission Statement**

The International Town & Gown Association strengthens town/gown partnerships by providing a network of professionals and resources, identifying and sharing leading practices, innovative solutions and professional development opportunities for municipal and university communities.

**Vision Statement**

The International Town & Gown Association is the premier resource for addressing challenges, emerging issues and opportunities between and amongst institutions of higher education and the communities in which they reside.

**Values**

Facilitate | Communicate | Foster | Assist | Create | Educate
Design | Lead | Guide | Promote | Nurture | Support
The ITGA seeks to attract professionals from campus communities across the globe in order to build an ever-increasing knowledge base.

MEMBERSHIP

425 Members by 2019

- Joint City University 200
- General Members 100
- Individual Members 60
- Corporate Members 25
- Students 22
- Non-Profits 10
- Founding Members 8

425
RESOURCES

ITGA Serves as a Clearinghouse for Information Relevant to Improving Campus Community Relations

Establish the Town-Gown Knowledge Base, branded as the ITGA College Town Resource Center.

OBJECTIVES

- Encourage Board members and members to upload relevant documents to the College Town Resource Center.
- Comprehensively explore and research data to demonstrate the economic benefits of relationships between and among universities and their host cities.
- Continue the ITGA annual survey and highlight campus-community achievements through the ITGA ImpACT Awards.
- Continue to send ITGA Dateline newsletter articles of interest to the Executive Director for publication.
- Create a list of ITGA fee-based and consultants for members to access for services.
PARTNERSHIPS

Connect & Build Strategic, Emerging Partnerships

Manchester Student Homes working with The University of Manchester students & Manchester Greater Police as part of National Personal Safety Day

OBJECTIVES

- National: ITGA Board Members assist in the creation of national partnerships during their term on the board.
- International: Seek opportunities to expand key partnerships.
- Fulfill and actively sustain existing Affiliation Agreements and develop new ones where appropriate.
- Seek sponsor relationships with national businesses and organizations that are in the related fields of ITGA members.
- Establish partnerships between ITGA and key federal agencies, including the US Department of Education.
- Seek national and international exposure and brand recognition.
- Identify & connect with national media.
The ITGA will continue to reach out to campus communities around the world through effective communication strategies.

- Continue to add valuable materials to the College Town Resource Center by uploading conference presentations to the website.
- Continue the success of Dateline by publishing tangible success stories of member organizations and individual members.
- Engage members with Social Media by continuing to provide social media training and resources to Board Members and the Executive Director.
- Proceed with Phase 2 of Website upgrades.

COMMUNICATION

OBJECTIVES

Provide access to information that adds value to existing ITGA members.
The ITGA will continue to reach out to campus communities around the world through effective marketing strategies.

- Raise awareness of the College Town Resource Center to non-members through marketing and publications.
- Develop a Recruitment Tool Box for Board Members that include elevator speeches, infographics, key data, conference presentations, brochures, and other easily communicated value structures.
- Collect and disseminate testimonials from conference attendees and members.
- Communicate with non-members that attended the annual conference.
- Connect with potential members through social media outlets: Twitter and LinkedIn.
- Connect with members through the College Town Resource Center.
- Connect with potential members through other organizations.