



National Association for
College Admission Counseling

A FRAMEWORK FOR THE FUTURE

NACAC Strategic Plan 2017–2020

Our Vision: *NACAC empowers admission and counseling professionals to champion the opportunity for all individuals to pursue higher education and aspire to lives of personal achievement and contribution to the public good.*

Our Mission: *NACAC defines professional standards and provides leadership, knowledge, advocacy, research and a forum for collaboration to support admission and counseling professionals.*

ADVOCACY FOR ACCESS, DIVERSITY, AND INCLUSION

NACAC will provide the counseling and admission profession with knowledge, research, and tools to ensure all students have access to higher education.

Objectives:

1. Advocate for counseling and access to higher education on behalf of all students, including those who are underserved, underrepresented or have unique needs.
2. Educate our members about student transfer as a viable pathway through postsecondary education.
3. Develop research on inequities that inhibit access to postsecondary education, with a particular focus on barriers that prevent access to counseling professionals, (especially in public schools), and resources to assist entry into postsecondary education.
4. Launch an initiative to clarify and strengthen diversity and inclusion in all aspects of NACAC's work.
5. Enlist external partners to support the association's mission of access and success for all students.

PROFESSIONAL STANDARDS

NACAC will be the leading authority on rigorous professional standards for protecting students transitioning into and within postsecondary education.

Objectives:

1. Evaluate the Statement of Principles of Good Practice to ensure its provisions are appropriately rigorous, fair, practical, and relevant to the current environment.
2. Ensure that the SPGP and its application respect the institutional differences and diversity of our membership.
3. Educate the membership and external partners about NACAC professional standards.
4. Strengthen the NACAC brand by emphasizing its connection to our professional standards and nonprofit mission.

PROFESSIONAL DEVELOPMENT, RESEARCH, AND KNOWLEDGE

NACAC will be a trusted source of professional development and knowledge that is accessible, relevant, and forward-thinking, and that serves diverse audiences.

Objectives:

1. Ensure that resources and programming are appropriate for members' various professional needs and situations.
2. Offer learning experiences in multiple formats and modes of delivery to increase accessibility and improve learning outcomes.
3. Investigate the feasibility of credentialing programs.
4. Provide leadership development and the resources and programming to help members successfully navigate the evolving demands of their jobs and careers.
5. Elevate the cultural competencies members have to effectively serve an increasingly diverse population seeking higher education opportunities.

ORGANIZATIONAL EFFECTIVENESS

NACAC will continuously invest in the capacity to act in bold and innovative ways to achieve its vision and mission.

Objectives:

1. Identify a diversified stream of financial resources that is consistent with our mission and professional standards.
2. Use technology effectively to engage members in professional development, research, and other resources and services.
3. Review the association's governance structures to better engage leaders and members in ways that foster focus, respect, and decisive action.
4. Examine NACAC's appropriate role in college admission counseling throughout the world.
5. Ensure fiscal responsibility and adequate reserves.