



# NACEP Strategic Plan 2011-2013

## **Vision**

The National Alliance of Concurrent Enrollment Partnerships will lead in advancing seamless education through secondary and post-secondary collaborations

## **Mission**

NACEP fosters student success and achievement by supporting standards of excellence that promote program and professional development, accreditation, research and advocacy

## **We believe that:**

- Rigorous standards ensure program quality
- NACEP accreditation affirms excellence
- NACEP membership provides vital collegial interaction and support
- Professional development enhances successful outcomes
- All high school students who demonstrate readiness should have access to college courses
- Strong partnerships foster seamless education
- Advocacy and research build sustainability and success

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**Strategic Goal:**  
**We will create an infrastructure that  
keeps NACEP vital and sustainable**

**Objective #1: Our decision-making process will be guided by systematic data collection and analyses**

1. Create a process for collecting and organizing consistent yearly data from member programs
2. Establish a process for NACEP-sponsored research
3. Establish a framework for collecting data on NACEP activities
4. Create an environmental scanning framework

**Objective #2: We will be financially sustainable**

1. Create policies and procedures to guide the use of our financial resources
2. Secure grant funding to launch new initiatives and support operating expenses
3. Develop revenue producing products and services

**Objective #3: Our organizational structure will be strategically and operationally effective**

1. Continue to define and develop paid staff's role
2. Review the composition of the Board and write job descriptions for each Board position that clearly delineate strategic and operational responsibilities
3. Refine and delineate our accreditation and program development functions
4. Identify, prioritize, and implement software and automated processes to increase organizational effectiveness

## **Strategic Goal:**

### **We will create opportunities to educate stakeholders to strengthen NACEP**

#### **Objective #1: Sustain the organization's ongoing growth in membership**

1. Increase membership in NACEP by at least 10 members annually
2. Increase total conference attendance by at least 15 participants annually
3. Implement best practices for working with volunteers

#### **Objective #2: Create year-round educational opportunities for NACEP members**

1. Promote strategies that will help members increase underrepresented student access to their programs
2. Investigate technology options to provide member benefits, professional development, and engagement throughout the year
3. Highlight the results of the membership survey and publicize the connection with Board and Committee activities
4. Recognize publicly member awards, accomplishments, innovations and new ideas

#### **Objective #3: Promote an encompassing and consistent identity to government leaders and national organizations**

1. Develop clear, focused marketing messages
2. Commission or write and publish issue briefs, case studies, and other relevant documents highlighting concurrent enrollment
3. Hold regular concurrent enrollment leadership dialogues with key national and state policy-makers and leaders of key national organizations
4. Work towards the passage of legislation favorable to concurrent enrollment
5. Sponsor and publish rigorous research documenting student outcomes specifically on the concurrent enrollment model of dual credit, including an examination of the added value of standards-based (e.g. accredited) programs

## **Strategic Goal:**

**We will provide products and services that support standards-based Concurrent Enrollment Programs**

**Objective #1: We shall educate our audience about NACEP Standards and Accreditation**

1. Develop a Guide to NACEP Accreditation that supports applicants and reviewers
2. Develop accreditation and national standards talking points for NACEP members
3. Develop accreditation reviewer training, including materials and events

**Objective #2: We will use a product/service design cycle that includes evaluation, promotion and is informed by member interests**

1. Provide standards-based products and services based on greatest need, feasibility of implementation and cost
2. Develop an evaluation format for each product and service offered
3. Market and promote standards-based products and services