NACEP Strategic Plan 2014-2016:  
Action Steps  
Adopted October 18, 2013

Strategic Goal #1

Provide a comprehensive program of membership services to anticipate the needs of a changing educational environment

Objectives:

1. Address the need for services among NACEP members
   a. Develop and deploy a member survey to determine current satisfaction with services offered as well as areas for improvement and expansion in order to set priorities to address member needs.
   b. Review and develop separate fee and service structures for members and non-members.

2. Identify and respond to trends in K12 and postsecondary education
   a. Conduct an analysis to explain the potential impact of Common Core State Standards on concurrent and dual enrollment.
   b. Align the work of appropriate NACEP committees with the efforts of policymakers to address secondary and post-secondary trends impacting concurrent and dual enrollment.
3. Increase engagement of secondary partners in NACEP
   
   a. Research best practices for increasing engagement of secondary partners and promote implementation of those practices within NACEP.
   
   b. Establish a fund and application process for conference registration scholarships to secondary partners who are first-time attendees.
   
   c. Provide NACEP-accredited programs with a certificate of recognition template that can be distributed to partnering high schools.
   
   d. Enhance the role of the Secondary School Partners Committee.

4. Increase membership by 150 before the end of FY 2016
   
   a. Develop and deploy a non-member survey to determine barriers to NACEP membership.
   
   b. Develop and implement strategies to increase membership of post-secondary, secondary and state and national organizations.
Strategic Goal #2:

Develop and promote NACEP as the authoritative resource and influential voice for concurrent enrollment policy

Objectives:

1. Collect and disseminate data and research to strengthen concurrent enrollment
   
   a. Use member data and longitudinal databases to further NACEP research goals to build a body of knowledge on standards-based concurrent enrollment programs.

   b. Publish user friendly research and/or issue briefs to promote NACEP and standards-based concurrent enrollment programs.

   c. Produce reports addressing legislative issues, research on concurrent enrollment, and updates on NACEP programs and members.

2. Build relationships with like-minded organizations and key decision-makers to advance NACEP’s mission

   a. Establish and support the development of state and regional NACEP chapters by offering guidance, materials, and resources.

   b. Launch at least three partnerships with like-minded organizations to collaborate on research, best practices, professional development, or policy.

   c. Create opportunities for key state and federal decision-makers to learn about NACEP and standards-based concurrent enrollment through study tours, dialogues, model legislation or other methods.
3. Promote NACEP to internal and external stakeholders
   
a. Develop a communication strategy including but not limited to: competitor analysis, SWOT analysis, market segmentation, and marketing strategies for each segment.

   b. Integrate relevant components of the communication strategy into the policies and practices of the various NACEP committees and programs.