



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.