

NACEP Strategic Plan 2014-2016 | Action Step Implementation Planning

Action Step Report

First Draft for Board Discussion - 11/22/2013

Goal 1 Provide a comprehensive program of membership services to anticipate the needs of a changing educational environment

Objective 1 Address the need for services among NACEP members

Action Step	Start Date	First Milestone	End Date						
1 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.	January 2014	March 2014: Revise existing membership survey using best practices in survey design	June 2014						
Primary Responsible Party Membership Committee	<table><tr><td>2014 Budget:</td><td>\$0</td><td>2015 Budget:</td><td>\$0</td><td>2016 Budget:</td><td>\$0</td></tr></table>			2014 Budget:	\$0	2015 Budget:	\$0	2016 Budget:	\$0
2014 Budget:				\$0	2015 Budget:	\$0	2016 Budget:	\$0	
Additional Responsible Party Director of Communications									
Budget Justification: Can be accomplished with existing resources.									
2 Review and develop separate fee and service structures for members and non-members	March 2014	June 2014: Prepare recommendations for Board action	October 2014						
Primary Responsible Party Membership Committee	<table><tr><td>2014 Budget:</td><td>\$0</td><td>2015 Budget:</td><td>\$0</td><td>2016 Budget:</td><td>\$0</td></tr></table>			2014 Budget:	\$0	2015 Budget:	\$0	2016 Budget:	\$0
2014 Budget:				\$0	2015 Budget:	\$0	2016 Budget:	\$0	
Additional Responsible Party Executive Director									
Budget Justification: Might have budget implications depending on recommendation.									

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Objective 2 Identify and respond to trends in K12 and postsecondary education

Action Step	Start Date	First Milestone	End Date
1 Conduct an analysis to explain the potential impact of Common Core State Standards on concurrent and dual enrollment	January 2014	March 2014: Hire an external consultant to conduct a study and prepare a report	October 2014
Primary Responsible Party Executive Director	2014 Budget: \$5,000 2015 Budget: \$0 2016 Budget: \$0 Budget Justification: Estimated 10 days of work at \$500 per day.		
2 Align the work of appropriate NACEP committees with the efforts of policymakers to address secondary and post-secondary trends impacting concurrent and dual enrollment	June 2015	February 2014: State Policy Leadership Committee adopts goals for 2014.	December 2016
Primary Responsible Party State Policy Leadership Committee Additional Responsible Party Committee Chairs Additional Responsible Party Executive Director	2014 Budget: \$0 2015 Budget: \$0 2016 Budget: \$0 Budget Justification: Can be accomplished with existing resources.		

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Objective 3 Increase engagement of secondary partners in NACEP

Action Step	Start Date	First Milestone	End Date
1 Research best practices for increasing engagement of secondary partners and promote implementation of those practices within NACEP.	January 2014	February 2014: Establish a subcommittee of the Secondary School Partners Committee to develop a protocol & conduct interviews with other national secondary school associations	October 2014
<div>Primary Responsible PartySecondary School Partners Cmtee</div> <div>Additional Responsible PartyDirector of Communications</div>	<div>2014 Budget:\$02015 Budget:\$02016 Budget:\$0</div>		
Budget Justification: Can be accomplished with existing resources.			
2 Establish a fund and application process for conference registration scholarships to secondary partners who are first-time attendees.	January 2014	February 2014: Establish number and amount of scholarships and post information and application on conference website	October 2014
<div>Primary Responsible PartyConference Planning Committee</div> <div>Additional Responsible PartySecondary School Partners Cmtee</div> <div>Additional Responsible PartyDirector of Communications</div>	<div>2014 Budget:\$1,5002015 Budget:\$02016 Budget:\$0</div>		
Budget Justification: Equivalent of 4 full scholarships at \$375. After the first year any costs would be in the operational budget.			

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3 Provide NACEP-accredited programs with a certificate of recognition template that can be distributed to partnering high schools.

January 2014

March 2014: Complete and distributed

March 2014

Primary Responsible Party Director of Communications

2014 Budget: \$0 **2015 Budget:** \$0 **2016 Budget:** \$0

Budget Justification: Can be accomplished with existing resources.

4 Enhance the role of the Secondary School Partners Committee.

April 2014

April 2014: Devote a portion of April strategic planning session to this topic

December 2015

Primary Responsible Party Executive Committee

Additional Responsible Party Secondary School Partners Cmtee

Additional Responsible Party Executive Director

2014 Budget: \$0 **2015 Budget:** \$0 **2016 Budget:** \$0

Budget Justification: Can be accomplished with existing resources.

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Objective 4 Increase membership by 150 before the end of FY 2016

Action Step	Start Date	First Milestone	End Date
1 Develop and deploy a non-member survey to determine barriers to NACEP membership.	April 2014	April 2014: Recruit additional membership committee members to engage in efforts identified in strategic plan	October 2014
Primary Responsible Party	Membership Committee		
Additional Responsible Party	Director of Communications		
2014 Budget: \$0 2015 Budget: \$0 2016 Budget: \$0			
Budget Justification: Can be accomplished with existing resources.			
2 Develop and implement strategies to increase membership of post-secondary, secondary and state and national organizations.	June 2014	October 2014: Revitalized membership committee adopts implementation plan	December 2015
Primary Responsible Party	Membership Committee		
Additional Responsible Party	Director of Communications		
2014 Budget: \$0 2015 Budget: \$0 2016 Budget: \$0			
Budget Justification: Might have budget implications depending on recommendation.			

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Goal 2 Develop and promote NACEP as the authoritative resource and influential voice for concurrent enrollment policy

Objective 1 Collect and disseminate data and research to strengthen concurrent enrollment

Action Step

Start Date

First Milestone

End Date

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

June 2014

December 2014: Pursue external funding, partnering with a research organization, to conduct focused research on standards-based concurrent enrollment

April 2016

Primary Responsible Party	Research Committee
Additional Responsible Party	Executive Director

2014 Budget:	\$2,500	2015 Budget:	\$5,000	2016 Budget:	\$0
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Budget Justification: Contracted services may include development of research methodology and statistical analysis for each new research project. After the first year any costs would be in the operational budget.

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

April 2014

April 2014: Create an editorial committee for issue briefs and webinars

December 2015

Primary Responsible Party	Program Development Committee
Additional Responsible Party	Executive Director

2014 Budget:	\$4,000	2015 Budget:	\$8,000	2016 Budget:	\$0
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Budget Justification: Contracted services for authors, graphic design/layout, and/or printing of 2 issue briefs in 2014; 4 in 2015.

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Goal 2

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

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

January 2014

April 2014: Prepare recommendations on structure (e.g. periodic vs. annual) and content for discussion in April strategic planning session

December 2014

Primary Responsible Party

Program Development Committee

Additional Responsible Party

Executive Director

2014 Budget:	\$5,000	2015 Budget:	\$0	2016 Budget:	\$0
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Budget Justification: Contracted services for authors, graphic design/layout, and/or printing.

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Goal 2 Develop and promote NACEP as the authoritative resource and influential voice for concurrent enrollment policy

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

Action Step	Start Date	First Milestone	End Date
1 Establish and support the development of state and regional NACEP chapters by offering guidance, materials, and resources.	January 2014	April 2014: Program Development Committee will approve the first three affiliation agreements	December 2014
Primary Responsible Party	Program Development Committee		
Additional Responsible Party	Director of Communications		
2014 Budget: \$3,000 2015 Budget: \$0 2016 Budget: \$0			
Budget Justification: Additional travel expenses for Director of Communications & Member Services to attend chapter meetings. Does not currently include any startup or special project funds for the chapters.			
2 Launch at least three partnerships with like-minded organizations to collaborate on research, best practices, professional development, or policy.	April 2014	April 2014: Executive Director prepares recommendations for potential collaborations for discussion in April strategic planning session	December 2015
Primary Responsible Party	Executive Director		
Additional Responsible Party	Executive Committee		
2014 Budget: \$0 2015 Budget: \$3,000 2016 Budget: \$0			
Budget Justification: Additional travel expenses for Executive Director to meet with collaborators.			

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3 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.

June 2014

June 2014: Governmental Relations and State Policy Leadership Committees create implementation plan identifying potential strategies and target audiences.

December 2016

Primary Responsible Party	State Policy Leadership Committee
Additional Responsible Party	Governmental Relations Committee
Additional Responsible Party	Executive Director

2014 Budget:	\$0	2015 Budget:	\$0	2016 Budget:	\$0
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Budget Justification: Might have budget implications depending on recommendation.

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Goal 2 Develop and promote NACEP as the authoritative resource and influential voice for concurrent enrollment policy

Objective 3 Promote NACEP to internal and external stakeholders

Action Step	Start Date	First Milestone	End Date												
1 Develop a communication strategy including but not limited to: competitor analysis, SWOT analysis, market segmentation, and marketing strategies for each segment.	January 2014	March 2014: Subcommittee of the communications committee established, prepares any information gathering activities for the April strategic planning session	October 2014												
<table><tr><td>Primary Responsible Party</td><td>Communications Committee</td></tr><tr><td>Additional Responsible Party</td><td>Board of Directors</td></tr><tr><td>Additional Responsible Party</td><td>Director of Communications</td></tr></table>	Primary Responsible Party	Communications Committee	Additional Responsible Party	Board of Directors	Additional Responsible Party	Director of Communications	<table><tr><td>2014 Budget:</td><td>\$5,000</td><td>2015 Budget:</td><td>\$2,500</td><td>2016 Budget:</td><td>\$0</td></tr></table>			2014 Budget:	\$5,000	2015 Budget:	\$2,500	2016 Budget:	\$0
Primary Responsible Party	Communications Committee														
Additional Responsible Party	Board of Directors														
Additional Responsible Party	Director of Communications														
2014 Budget:	\$5,000	2015 Budget:	\$2,500	2016 Budget:	\$0										
Budget Justification: Contracted services for strategic communications consultant.															
2 Integrate relevant components of the communication strategy into the policies and practices of the various NACEP committees and programs.	October 2014	October 2014: Committee chairs share communications strategy with their committees and facilitate discussions on implications for each committee's work	December 2015												
<table><tr><td>Primary Responsible Party</td><td>Communications Committee</td></tr><tr><td>Additional Responsible Party</td><td>Committee Chairs</td></tr><tr><td>Additional Responsible Party</td><td>Executive Director</td></tr></table>	Primary Responsible Party	Communications Committee	Additional Responsible Party	Committee Chairs	Additional Responsible Party	Executive Director	<table><tr><td>2014 Budget:</td><td>\$0</td><td>2015 Budget:</td><td>\$0</td><td>2016 Budget:</td><td>\$0</td></tr></table>			2014 Budget:	\$0	2015 Budget:	\$0	2016 Budget:	\$0
Primary Responsible Party	Communications Committee														
Additional Responsible Party	Committee Chairs														
Additional Responsible Party	Executive Director														
2014 Budget:	\$0	2015 Budget:	\$0	2016 Budget:	\$0										
Budget Justification: Can be accomplished with existing resources.															