

NACEP Strategic Plan 2014-2016 | Action Step Implementation Planning

Responsible Parties Report

First Draft for Board Discussion - 11/22/2013

Board of Directors

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-3-1	Develop a communication strategy including but not limited to: competitor analysis, SWOT analysis, market segmentation, and marketing strategies for each segment.	January 2014 October 2014	March 2014: Subcommittee of the communications committee established, prepares any information gathering activities for the April strategic planning session	\$0	\$0	\$0

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Committee Chairs

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
1-2-2	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 December 2016	February 2014: State Policy Leadership Committee adopts goals for 2014.	\$0	\$0	\$0
2-3-2	Integrate relevant components of the communication strategy into the policies and practices of the various NACEP committees and programs.	October 2014 December 2015	October 2014: Committee chairs share communications strategy with their committees and facilitate discussions on implications for each committee's work	\$0	\$0	\$0

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Communications Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-3-1	Develop a communication strategy including but not limited to: competitor analysis, SWOT analysis, market segmentation, and marketing strategies for each segment.	January 2014 October 2014	March 2014: Subcommittee of the communications committee established, prepares any information gathering activities for the April strategic planning session	\$5000	\$2500	\$0
2-3-2	Integrate relevant components of the communication strategy into the policies and practices of the various NACEP committees and programs.	October 2014 December 2015	October 2014: Committee chairs share communications strategy with their committees and facilitate discussions on implications for each committee's work	\$0	\$0	\$0

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Conference Planning Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-3-2	Establish a fund and application process for conference registration scholarships to secondary partners who are first-time attendees.	January 2014 October 2014	February 2014: Establish number and amount of scholarships and post information and application on conference website	\$1500	\$0	\$0

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Director of Communications

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-3-3	Provide NACEP-accredited programs with a certificate of recognition template that can be distributed to partnering high schools.	January 2014 March 2014	March 2014: Complete and distributed	\$0	\$0	\$0

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-1-1	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 June 2014	March 2014: Revise existing membership survey using best practices in survey design	\$0	\$0	\$0
I-3-1	Research best practices for increasing engagement of secondary partners and promote implementation of those practices within NACEP.	January 2014 October 2014	February 2014: Establish a subcommittee of the Secondary School Partners Committee to develop a protocol & conduct interviews with other national secondary school associations	\$0	\$0	\$0
I-3-2	Establish a fund and application process for conference registration scholarships to secondary partners who are first-time attendees.	January 2014 October 2014	February 2014: Establish number and amount of scholarships and post information and application on conference website	\$0	\$0	\$0

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1-4-1	Develop and deploy a non-member survey to determine barriers to NACEP membership.	April 2014 October 2014	April 2014: Recruit additional membership committee members to engage in efforts identified in strategic plan	\$0	\$0	\$0
1-4-2	Develop and implement strategies to increase membership of post-secondary, secondary and state and national organizations.	June 2014 December 2015	October 2014: Revitalized membership committee adopts implementation plan	\$0	\$0	\$0
2-2-1	Establish and support the development of state and regional NACEP chapters by offering guidance, materials, and resources.	January 2014 December 2014	April 2014: Program Development Committee will approve the first three affiliation agreements	\$0	\$0	\$0
2-3-1	Develop a communication strategy including but not limited to: competitor analysis, SWOT analysis, market segmentation, and marketing strategies for each segment.	January 2014 October 2014	March 2014: Subcommittee of the communications committee established, prepares any information gathering activities for the April strategic planning session	\$0	\$0	\$0

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Executive Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
1-3-4	Enhance the role of the Secondary School Partners Committee.	April 2014 December 2015	April 2014: Devote a portion of April strategic planning session to this topic	\$0	\$0	\$0

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-2-2	Launch at least three partnerships with like-minded organizations to collaborate on research, best practices, professional development, or policy.	April 2014 December 2015	April 2014: Executive Director prepares recommendations for potential collaborations for discussion in April strategic planning session	\$0	\$0	\$0

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Executive Director

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
1-2-1	Conduct an analysis to explain the potential impact of Common Core State Standards on concurrent and dual enrollment	January 2014 October 2014	March 2014: Hire an external consultant to conduct a study and prepare a report	\$5000	\$0	\$0
2-2-2	Launch at least three partnerships with like-minded organizations to collaborate on research, best practices, professional development, or policy.	April 2014 December 2015	April 2014: Executive Director prepares recommendations for potential collaborations for discussion in April strategic planning session	\$0	\$3000	\$0

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
1-1-2	Review and develop separate fee and service structures for members and non-members	March 2014 October 2014	June 2014: Prepare recommendations for Board action	\$0	\$0	\$0
1-2-2	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 December 2016	February 2014: State Policy Leadership Committee adopts goals for 2014.	\$0	\$0	\$0
1-3-4	Enhance the role of the Secondary School Partners Committee.	April 2014 December 2015	April 2014: Devote a portion of April strategic planning session to this topic	\$0	\$0	\$0

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2-1-1	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 April 2016	December 2014: Pursue external funding, partnering with a research organization, to conduct focused research on standards-based concurrent enrollment	\$0	\$0	\$0
2-1-2	Publish user friendly research and/or issue briefs to promote NACEP and standards-based concurrent enrollment programs.	April 2014 December 2015	April 2014: Create an editorial committee for issue briefs and webinars	\$0	\$0	\$0
2-1-3	Produce reports addressing legislative issues, research on concurrent enrollment, and updates on NACEP programs and members.	January 2014 December 2014	April 2014: Prepare recommendations on structure (e.g. periodic vs. annual) and content for discussion in April strategic planning session	\$0	\$0	\$0
2-2-3	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 December 2016	June 2014: Governmental Relations and State Policy Leadership Committees create implementation plan identifying potential strategies and target audiences.	\$0	\$0	\$0
2-3-2	Integrate relevant components of the communication strategy into the policies and practices of the various NACEP committees and programs.	October 2014 December 2015	October 2014: Committee chairs share communications strategy with their committees and facilitate discussions on implications for each committee's work	\$0	\$0	\$0

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Governmental Relations Committee

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-2-3	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 December 2016	June 2014: Governmental Relations and State Policy Leadership Committees create implementation plan identifying potential strategies and target audiences.	\$0	\$0	\$0

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Membership Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-1-1	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 June 2014	March 2014: Revise existing membership survey using best practices in survey design	\$0	\$0	\$0
I-1-2	Review and develop separate fee and service structures for members and non-members	March 2014 October 2014	June 2014: Prepare recommendations for Board action	\$0	\$0	\$0
I-4-1	Develop and deploy a non-member survey to determine barriers to NACEP membership.	April 2014 October 2014	April 2014: Recruit additional membership committee members to engage in efforts identified in strategic plan	\$0	\$0	\$0
I-4-2	Develop and implement strategies to increase membership of post-secondary, secondary and state and national organizations.	June 2014 December 2015	October 2014: Revitalized membership committee adopts implementation plan	\$0	\$0	\$0

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Program Development Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-1-2	Publish user friendly research and/or issue briefs to promote NACEP and standards-based concurrent enrollment programs.	April 2014 December 2015	April 2014: Create an editorial committee for issue briefs and webinars	\$4000	\$8000	\$0
2-1-3	Produce reports addressing legislative issues, research on concurrent enrollment, and updates on NACEP programs and members.	January 2014 December 2014	April 2014: Prepare recommendations on structure (e.g. periodic vs. annual) and content for discussion in April strategic planning session	\$5000	\$0	\$0
2-2-1	Establish and support the development of state and regional NACEP chapters by offering guidance, materials, and resources.	January 2014 December 2014	April 2014: Program Development Committee will approve the first three affiliation agreements	\$3000	\$0	\$0

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Research Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
2-1-1	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 April 2016	December 2014: Pursue external funding, partnering with a research organization, to conduct focused research on standards-based concurrent enrollment	\$0	\$0	\$0

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Secondary School Partners Cmtee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-3-1	Research best practices for increasing engagement of secondary partners and promote implementation of those practices within NACEP.	January 2014 October 2014	February 2014: Establish a subcommittee of the Secondary School Partners Committee to develop a protocol & conduct interviews with other national secondary school associations	\$0	\$0	\$0

Additional Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
I-3-2	Establish a fund and application process for conference registration scholarships to secondary partners who are first-time attendees.	January 2014 October 2014	February 2014: Establish number and amount of scholarships and post information and application on conference website	\$0	\$0	\$0
I-3-4	Enhance the role of the Secondary School Partners Committee.	April 2014 December 2015	April 2014: Devote a portion of April strategic planning session to this topic	\$0	\$0	\$0

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State Policy Leadership Committee

Primary Responsible Party

Step	Action Step	Start/End Date	First Milestone	2014	2015	2016
1-2-2	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 December 2016	February 2014: State Policy Leadership Committee adopts goals for 2014.	\$0	\$0	\$0
2-2-3	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 December 2016	June 2014: Governmental Relations and State Policy Leadership Committees create implementation plan identifying potential strategies and target audiences.	\$0	\$0	\$0