

# NACA STRATEGIC PLAN 2022–2025

## MISSION

NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

## VISION

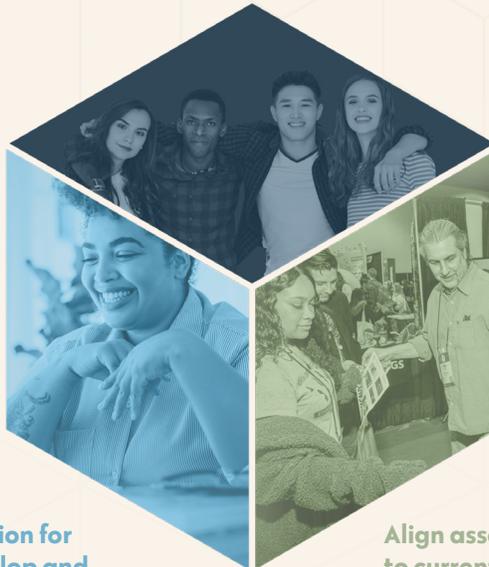
To create college communities where everyone belongs.

## BUILDING COMMUNITIES WHERE EVERYONE BELONGS

**Build and champion the case for Campus Activities as critical to creating campus communities where everyone belongs.**

- Research the impact of Campus Activities/student involvement, sense of belonging, and their relationship with student retention and persistence.
- Leverage NACA's DEIA+ competencies to demonstrate the impact of campus involvement on student retention and persistence amongst historically marginalized communities.
- Equip students and practitioners to be advocates of the impact of student involvement.
- Conduct analysis as to the scope of Campus Activities. Determine what functional areas "live" within Campus Activities and should be served by a 21st century NACA.
- Further NACA as the recognized leader in higher education providing knowledge, ideas, and resources for building inclusive campus communities.

### TRAINING, EDUCATION, AND MEMBER DEVELOPMENT



### BUSINESS CONNECTIONS

**Establish NACA as the go-to association for professionals to cultivate, learn, develop and transform into experts in the field.**

- Create tangible, competency-based resources, trainings, and opportunities that provide Campus Activities professionals with the knowledge, skills, and practice to be highly effective campus leaders.
- Examine association processes and procedures to identify barriers to participation and excellence.
- Equip business and entertainment professionals with the research and resources to better understand the collegiate market.

**Align association business practices to current market realities.**

- Define what business means for the association and its members, and align association resources to match member needs.
- Examine the association's role in the conducting of business by evaluating how business is being done amongst members and determining what role NACA has in facilitating business relationships and transactions.
- Determine whether the association's initiatives and services around business connections create barriers to inclusion or membership.