

STRATEGIC PLAN 2026–2029

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.

CONFERENCE EXPERIENCES

Redesign NACA conference experiences to serve the needs of NACA members, centering school members.

- Reimagine and expand opportunities within the NACA In-Person Business Ecosystem to foster greater engagement and impact.
- Examine and implement aspects of event design that maximize conference attendance and engagement.
- Determine strategies for enhancing business connections to increase access to on-trend experiences.
- Foster intentional networking opportunities to deepen attendee connections and collaborations.
- Explore which skills, learning opportunities, and experiences attendees want to gain from a conference experience.

REGIONAL ENGAGEMENT & LOCAL EXPERIENCES

Evaluate the regional structure to ensure it provides valued-added experiences for NACA members through meaningful volunteer experiences and localized in-person offerings.

- Engage volunteers and members to determine a long-term sustainable structure for regional engagement.
- Pilot localized experiences that leverage local resources and foster connections between NACA members.

TRAINING, EDUCATION, & MEMBER DEVELOPMENT

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.
- Offer tailored educational and engagement opportunities for entry-level and early-career professionals, empowering their growth into skilled and experienced leaders in fostering belonging beyond the classroom.
- Strengthen the education and engagement around NACA Connect, establishing it as a premier online resource for professionals to network, share ideas, and benchmark best practices.
- Embed NACA-developed competencies in professional development opportunities, initiatives, and programs to enhance the capacity of campus leaders to foster inclusive environments.
- Leverage NACA's resources/experiences to be the premier professional development opportunities for school members, volunteers, and associates to enhance the ability to foster thriving campus communities.

BUILDING COMMUNITIES WHERE EVERYONE BELONGS

Champion the impact of Campus Activities as a critical catalyst for student persistence and retention by creating communities where everyone belongs.

- Curate resources for members that demonstrate the impact of Campus Activities, sense of belonging, and their relationship with student retention and persistence.
- Foster a culture of advocacy by equipping school members with data and frameworks to demonstrate the benefits of involvement in Campus Activities experiences at their institutions.
- Further NACA as the preeminent recognized leader in campus belonging that provides knowledge, ideas, and resources for building inclusive communities through research-driven insights that demonstrate the importance of Campus Activities.

