



NACAS 2015 – 2019 Strategic Plan Overview

Vision

NACAS will be universally acknowledged as the premier source for educational opportunities, campus service innovation, leadership skill development, and information networking for auxiliary services professionals.

Strategic Themes

Theme 1

Enhance and leverage NACAS programs and services to best serve college and university auxiliary services professionals.

- *Goal 1A:* Develop and provide best in class professional development programs.
- *Goal 1B:* Expand participation and execute the professional certification program, CASP.
- *Goal 1C:* Implement technology platforms that support NACAS strategic directions.
- *Goal 1D:* Improve internal operations to support the volunteer efforts and strengthen programs

Theme 2

Build, retain and diversify the NACAS membership.

- *Goal 2A:* Develop and implement an integrated communication and marketing strategy for NACAS.
 - Conduct a needs assessment of the association membership.
- *Goal 2B:* Develop and launch a membership engagement plan.
 - Update and leverage digital membership database to support committee and regional organization initiatives.
- *Goal 2C:* Collect, curate, generate, and distribute relevant proven practices, relevant information, and knowledge associated with the auxiliary services profession.

Theme 3

Attract, align and maximize financial resources for the support of NACAS initiatives.

- *Goal 3A:* Generate and implement short and long-term financial plans for association business.
- *Goal 3B:* Strengthen the NACAS Educational Foundation to enable funding of critical programs and services.