



## **National Association of Colleges and Employers**

### **NACE Strategic Plan**

**2013 - 2015**

#### **Mission**

NACE leads the community of professionals focused on the employment of the college educated by providing access to relevant knowledge, resources, insight and relationships.

#### **Core Values:**

Collaboration:	Encourage a spirit of cooperation and common interest among members.
Inclusion:	Foster and support individual and organizational diversity and inclusion in all facets of the organization.
Integrity:	Promote ethical behavior and high professional standards.
Knowledge:	Foster inquiry, reflection, creativity and the exchange of ideas.
Leadership:	Seek excellence in programs and services; develop and advance leadership capabilities of members.

#### **Value Proposition**

NACE is the foremost resource impacting the career development and hiring of the college-educated.

NACE delivers on its value proposition by providing:

- Best-in-class research, content, models of practice and professional development programs.
- The leading voice on emerging issues and trends related to internship and college graduate employment.
- A vital professional network for learning, benchmarking and access to stakeholders and decision-makers.
- Knowledge, defined competencies, standards, certification, assessment, metrics and legal and ethical principles for professional practice.
- Advocacy and communications on pertinent workforce policy issues.

As a result of the successful delivery of the value proposition,

- Employers, colleges and service providers view NACE as the association of choice.
- Employers value NACE as the go-to provider of effective practices and resources for recruiting the college educated.
- College career offices value NACE as the go-to provider of effective practices and resources to deliver career and employment services.
- Key stakeholders and decision-makers in higher education and business, policymakers, and the media view NACE as the authority and single best source of trend data and information about the college educated job market.

### **Strategic Goals and Objectives (3-5 years)**

**Goal One:** NACE will advance the body of knowledge pertaining to the employment of the college educated by developing and delivering timely and relevant information, resources, and professional development programs.

#### **Objectives:**

- a. Continuously improve the online user experience.
- b. Increase the use of new and emerging technologies.
- c. Optimize the delivery of NACE content to the marketplace.
- d. Expand platforms for targeted and customized learning.
- e. Continuously research developing trends and needs for relevant information, engaging membership as much as possible.

**Goal Two:** NACE will provide opportunities for individuals and organizations to create and foster relationships for sharing ideas, benchmarking and developing professional networks.

#### **Objectives:**

- a. Review, evaluate and modify as needed existing face-to-face programs and forums to enhance their effectiveness in meeting member needs.
- b. Create new forums and venues for face-to-face interactions for targeted geographic areas, topics and interest groups.
- c. Identify and leverage social media, mobile and other virtual interaction opportunities for members.
- d. Facilitate mentoring relationships and opportunities through additional formal and informal mentoring activities and programs.
- e. Enhance opportunities for members to share best practices and provide content to NACE collateral and body of knowledge.

**Goal Three:** NACE will be the leading voice and authority related to the career development, recruitment and hiring of the college educated.

**Objectives:**

- a. Optimize branding and public awareness of the value of NACE.
- b. Optimize opportunities to position NACE as the leading voice and authority for the profession.
- c. Optimize the advocacy role for the advancement of the profession and on critical workplace issues affecting the profession.

**Goal Four:** As an organization, NACE will continue to evolve as a robust enterprise with the infrastructure and capabilities to fulfil its mission.

**Objectives:**

- a. Optimize the size and diversity of membership with particular attention to the employer market.
- b. Ensure NACE is resourced appropriately to meet staff, members and market expectations.
- c. Optimize and diversify revenue streams and invest strategically for long-term financial viability.
- d. Develop strategic partnerships to support and drive the goals of the association.