| Strategy/Goal | Rationale | Action Steps/Strategies | Information, Data and Resources Needed | "To Do" Measurables | "Ongoing" Measurables |
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| **GOAL 1: Increase NAAC's visibility with members and stakeholders; increase support for alternative routes to certification; enhance NAAC's role in the field; and increase membership by providing a valuable resource to potential members.** | To provide NAAC members, board members, and other stakeholders with both data and information (success stories) that can be used to promote alternative routes to certification to policymakers, funders, competitors, etc. | Gather data, research, and program descriptions that identify, recognize and promote alternative pathways for preparation and certification | Google alerts, reports from members, research grants, JNAAC, journal databases, Title II completer information, alternative pathway certification data, employment information by state, Center for Career Changers database, State Departments of Ed | Direct research grants toward needed data-driven topics (selected at each conference by the research committee to coincide with future conference) | Publish information on recent dissertations in JNAAC (Spring issue; ongoing by Managing Editor) |
| | | | | Create a call for an annotated literature review of recent research on alternative pathways and/or complete a Meta-Analysis | Schedule regional directors to gather outcome-based success stories, research and recognitions about programs/individuals to disseminate through the newsletter, social media and e-blasts (Regional Directors, ongoing); |
| | | | | Create and disseminate a one-page promotional fact sheet on alternative certification | Conduct a research writing session at the conference (Research Committee chair, annually) |
| | | | | Have state reps find all programs in the state and make sure they are in the National Database | |
| | | | | Create awareness in state departments and be sure that alternative certification information in the national database is correct and the correct person is providing information | |

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| **GOAL 2:To expand our membership, our impact on policy, and our outreach to the field** | To enhance NAAC's name-recognition and value among members, potential members, policy makers, researchers, funders and other stakeholders; to capitalize on those relationships so that NAAC can advocate for alternate pathways on a wider scale | Create an integrated and strategic social media plan that considers the platform and the audience; have a presence in important policy events (know when eevents are happening and assign a board member of otehr member to attend/watch it streanmed, and then report out) | Wikipedia, Facebook page, ad in conference area of Facebook, Linked-in ad, updated webpage, links to other educational and governmental organizations | Create an integrated and strategic social media plan that considers the platform and the audience | Have a presence in important policy events (know when eevents are happening and assign a board member or other member to attend/watch it streanmed, and then report out) |
| | | | | Become a warehouse of summarized highlights of the latest literature, research-based best practices and rationales related to non-traditional routes | |
| | | | | Establish FAQ pages for members only | |
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| **GOAL 3: To define and provide for the needs of current and future members through relevant and timely products and services** | To compile relevant data on the needs of members to enhance NAAC's ability to serve them and the field with products and resources that are of real value. To ensure that NAAC is directing its resources to provide the products and services that will be of greatest benefit to members and to the field of alternative certification; To provide products and services | Complete a needs assessment of conference attendees/members; develop a plan for products and services that NAAC can offer; increase participation in NAAC; improve and expand the annual conference; improve committee attendance and meeting structure; create an online alternative pathways database; put out a call to members for technology | Add survey questions to the conference questionnaire related to member needs; wiki resource page | Assess what the members' needs are | Create an assessment prior to the conference, then distribute the survey at the conference |
| | | | | | Verify and use database strategically for recruitment and research each year (membership committee) |
| | | | | | Send ongoing updates of membership database to regional and state reps (staff) |
| | | | | | Place an item on the agenda at every board meeting to discuss communication and information dissemination by regional directors to state reps (staff, regional directors) |

| | | | | | Include committee sign-up on registration form and send personalized emails inviting people to committee meetings (staff, committee chairs) |
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| Who Should Assist? | Impact on NAAC (Short and long term) | |
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| JNAAC Editor; Policy Committee Chair; State Reps; Regional Directors | Increase NAAC's visibilty with members and stakeholders; increase support for alternative routes to certification, thereby enhancing NAAC's role in the field; increase membership by providing a valuable resource to potential members | |
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| Board, committee chairs; state reps | Enhancing NAAC's name-recognition and value to members, potential members, policy makers, researchers, funders and other stakeholders will increase NAAC's ability to attract and retain members, attract funding for the organization, and expand NAAC's national presence in the educational arena. | |
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| Local host committee, Membership Committee chair; Executive Director; Administrative Assistant, Policy committee chair; President-Elect; membership committee, state reps | NAAC will focus its resources as an organization on the products, services and funding opportunities that are of highest value to the membership; Enable NAAC to serve the articulated needs of the members and the field; Increase membership | |
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