

Strategic Plan 2024-2027

Threads

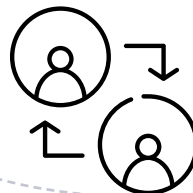
The following themes weave through the priorities in the strategic plan.



Visibility of our
members and
organization



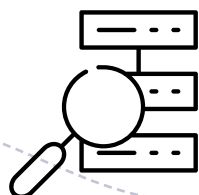
Research/
Evaluation/
Assessment



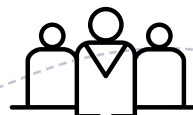
Ethical Practice for
career providers



National and
International
programs and
initiatives



Technology, AI, and
impact on the human
elements of the
profession



Diversity, Equity,
Inclusion,
Accessibility, and
Belonging (DEIAB)



Over-arching Goals of the Strategic Plan

1 Cultivating Community

1. Cultivating Community

Membership

Recruitment

- Identify markets.
- Develop a detailed marketing plan to focus on membership.
- Expand and promote benefits.
- Incentivize new and renewed membership.

Engagement

- Create an intentional membership retention and engagement plan.
- Create new networking opportunities.
- Member recognition to celebrate and honor members.

Collaborations

- Cultivate organizational and corporate partnerships internationally.
- Reciprocal memberships and professional development opportunities.

2 Career Empowerment

2. Career Empowerment

Professional Development

- Source and provide monthly synchronous and asynchronous educational opportunities for members and career services practitioners. e.g. Workshops, Webinars, Podcasts.
- Curate and maintain on-demand professional development opportunities.
- Provide opportunities for leadership development.

Credentialing

- Expand credentialing opportunities in domestic and international markets. e.g. identify new markets,
- Evidence-based competency, increase the number of certified instructors, curriculum development, and translations.
- Reinforce the infrastructure of the credentialing process. e.g. streamline the process of re-certifications; develop a business model for sustainable growth.

Publications

- Promote and support research and theoretical development around careers.
- Intentionally encourage diversity in article content and authors.

3 Advocacy

3. Advocacy

- Advocate and support state, national, and international career development legislation and policies.
- Increase the visibility of NCDA advocacy initiatives.
- Create position statements in response to critical and current events.
- Provide skills and tools for members to advocate on a grass-roots level.