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**NCDA Strategic Plan 2020-2024**

***Goal 1: Diversity, Equity, and Inclusion:*** NCDA seeks to represent a diverse membership who advocates for career challenges critical to marginalized groups in our society (e.g. people of color, people with disabilities, LGBTQIA, religious minorities, women, etc.).

*Objective 1A:* Increase the visibility, participation, and leadership of diverse members

1A1 Hold quarterly virtual coffee hours addressing the needs, thoughts and feelings of diverse members regarding NCDA membership.

1A2 Develop succession plans for each committee by June 1st every year. Plan should include recruitment of diverse members for leadership roles.

1A3 Provide free quarterly interactive workshops in Zoom or similar platform addressing social justice and career development and other topics on diversity.

*Objective 1B:* Increase the number of articles addressing diverse populations in our publications and social media.

1B1 Provide a column for each issue of Career Convergence and Career Developments that highlight the lived experiences of our members regarding race, ethnicity, and culture, sexuality, religion, and ability status in their career work.

1B2 Invite topics addressing diversity in CDQ each year through either a call for papers in a special issue or a permanent section of the journal.

*Objective 1C:* Provide support for diverse leaders to attend conferences and other important events.

1C1 Offer at least 10 registration scholarships to the conference aimed at diverse members. (Such scholarships can be offered to all members, but this category is for diverse members only).

1C2 Offer 10 Diversity Scholarships (based on need) for credentials, webinars, publications

***Goal 2: Membership:*** NCDA seeks to increase the number of dues paying members.

*Objective 2A:* Activate new methods, meaning, ideas and strategies and create an infrastructure for sustainability of new members.

2A1 Increase membership by 5-10% each year using innovative strategies for recruitment and retention.

2A2 Identify, through a survey, the top 5 reasons that members decide not to renew after promotional membership expires.

2A3 Explore at least 3 tangible options to offer members—i.e. partner with state associations to offer tier/bundle memberships: bundle membership with conference registration and credentials.

2A4 Send out invitations and promotional information from the president to at least two categories of perspective members (members of related associations, career centers, graduate students, and key professionals in the field) with at least a 5-10% positive response.

2A5 Create a graduate student constituency group within the next two years.

*Objective 2B:* Develop a corporate and outreach committee

2B1 Acquire at least two new business partnerships and/or sponsorships that can be a presence at the national conference

*Objective 2C:* Collaborate with other associations to increase membership

2C1 Seek collaborative involvement with at least two associations, businesses, etc. (i.e. presentations, site visits, journal articles).

2C2 Use LinkedIn, ZoomInfo or similar resource to identify and contact individuals who have an interest in work in career development for at least a 5-10% positive response.

***Goal 3: Professional Identity:*** NCDA seeks to be recognized as the premier source for professional development and credentialing of all career professionals.

*Objective 3A:* Increase NCDA members who are credentialed

3A1 At least 30% of NCDA members will have credentials.

3A2 Develop a marketing plan for credentials that will include potential applicants as well as hiring agents and people with power in career by June 2021.’

3A3 Develop a cost/benefit analysis of becoming credentialed by February 2021.

*Objective 3B:* Reassess constituency group to ensure representation of career advisors, coaches, counselors, and K-12 career practitioners in NCDA operations

3B1 Increase the diversity of information collected around the professional identity of members by June 2021.

3B2 Through a survey, determine how individuals describe their professional identity to be completed by June 2021 and prioritize resources based on the results.