



## 2018-2021 Strategic Plan

### MISSION

To support and enhance the community of educational institutions, professionals, and students who participate in collegiate honors education around the world.

### VISION

NCHC is the driving force for quality honors education providing value-driven, evidence-based strategies and support to our membership.

### STRATEGIC INITIATIVES

<p><b>1. ORGANIZATIONAL EXCELLENCE</b> <u>Goal:</u> Execute internal strategy to meet our membership needs through effective and efficient operations and governance.</p>	<p><b>2. PROFESSIONAL DEVELOPMENT</b> <u>Goal:</u> Offer educational tracks to benefit members at all levels of the honors educational spectrum.</p>	<p><b>3. RESEARCH</b> <u>Goal:</u> Produce and share high quality evidence-based research to assist our membership.</p>	<p><b>4. ADVOCACY &amp; PARTNERSHIPS</b> <u>Goal:</u> Prioritize efforts raising awareness of NCHC as the organization for honors education.</p>	<p><b>5. DIVERSITY &amp; INCLUSION</b> <u>Goal:</u> Identify and disseminate best practices for our membership to utilize on their individual campuses and for NCHC to implement internally.</p>
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### QUANTIFIABLE ELEMENTS

<ul style="list-style-type: none"> <li>Operate efficiently</li> <li>Membership needs are met &amp; membership is increased</li> <li>Pathway to leadership is realized</li> </ul>	<ul style="list-style-type: none"> <li>Recognized as the gold standard</li> <li>National, regional and online accessibility</li> <li>Provide superior networking</li> </ul>	<ul style="list-style-type: none"> <li>Best Practices for Honors Articulated</li> <li>Readily Available and Used</li> <li>High Impact for Members</li> </ul>	<ul style="list-style-type: none"> <li>Efforts well defined</li> <li>Provide tools to membership</li> <li>Partnerships are defined and a strategy is in place for relationship development</li> </ul>	<ul style="list-style-type: none"> <li>Well Organized</li> <li>Delivered Impartially</li> <li>Upheld within NCHC</li> </ul>
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### STRATEGIC MEASURES

<ul style="list-style-type: none"> <li>Define roles and responsibilities of board, committees and national office</li> <li>Update governance</li> <li>Create and implement marketing strategy</li> <li>Build technology to support membership</li> <li>Articulate member benefits to retain and attract membership</li> </ul>	<ul style="list-style-type: none"> <li>Increase attendance at national and regional events</li> <li>Professional education tracks are in place</li> <li>Technology based trainings are used</li> <li>Honors professionals utilize online networking communities</li> </ul>	<ul style="list-style-type: none"> <li>Develop and provide original research to membership that improves honors experience for students</li> <li>Evidence-based tools are provided to members that show value and benefits of honors programs and colleges</li> <li>Research is readily available through online delivery channels</li> <li>NCHC publications and student journal (URCA) are widely utilized by membership</li> <li>Membership will be asked for input periodically to evaluate programs and processes</li> </ul>	<ul style="list-style-type: none"> <li>Role of honors in higher education is articulated and impact is captured</li> <li>Partnership parameters are outlined and relationships are created</li> <li>Tools are available for use by membership to inform their communities on honors education</li> <li>NCHC assists members in raising awareness at the state level to benefit members and honors education</li> <li>NCHC is the voice of honors education raising awareness at the national level for honors education</li> </ul>	<ul style="list-style-type: none"> <li>Best practice models are available to membership for use</li> <li>NCHC models its best practices</li> <li>A diverse and inclusive community is built within NCHC leadership, committees and national office</li> <li>National and regional conferences/trainings uphold inclusive excellence</li> </ul>
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### ACTION PLANS

NCHC has outlined a strategy to execute its plan which is articulated in action plan documents. The Board of Directors, National Staff and Committees will be responsible for holding the organization accountable to its plan. The action plans outline who is responsible for what and the time frame for expected completion is included.