



**NASPA**  
**STRATEGIC PLAN**  
**2015 – 2018**

## **2015 – 2018 NASPA Strategic Plan**

### *Introduction*

In July 2014, the NASPA Board of Directors began the journey to review both the current standing and future direction of the organization. The 2015 – 2018 NASPA Strategic Plan addresses the alignment of professional development, advocacy, research, and scholarship across a specific set of goals that will guide the Association’s agenda for the next three years. The results were guided by member input and feedback gathered from individuals in regions, divisions, knowledge communities, and all key constituent groups.

The Board reaffirmed the mission, vision, and guiding principles for the Association established in July 2011. They were deliberate and focused on creating goals that are inclusive, aspirational, and sustainable. These goals and objectives delineate a culture of excellence through member involvement, adaptability to the changing nature of higher education, and a deep commitment to diversity, social justice, and inclusion. The following strategic plan was approved at by the NASPA Board of Directors at its March 2015 meeting.



## Mission

---

To be the principal source of leadership, scholarship, professional development, and advocacy for student affairs.

## Vision

---

NASPA is the leading voice for the student affairs profession.

## Guiding Principles

---

**INTEGRITY** Committed to high moral principles exhibiting authentic, honest, just, and ethical behavior.

**INNOVATION** Continuously seeking improvement through new and creative approaches.

**INCLUSION** Seeking ways to ensure access, voice, acknowledgement, opportunity, and participation at all levels.

**INQUIRY** Supporting research and scholarship to add to the knowledge base of the profession and ensure that data informs practice.



## Goals

---

Goal 1 Deliver dynamic, innovative, and timely professional development and volunteer engagement opportunities to build the leadership capacities and effectiveness of student affairs professionals.

### *Objectives*

- 1.1 Enhance and increase member engagement and volunteer pathways in leadership and governance throughout the association.
- 1.2 Implement and expand the integration of student affairs professional competencies within all professional development experiences.
- 1.3 Expand and strengthen capacities related to equity, inclusion, and intercultural competencies throughout all professional levels and volunteer roles.
- 1.4 Develop, implement, and assess professional development and networking opportunities that address current and emerging issues for all career levels.
- 1.5 Partner with graduate preparation programs and student affairs faculty to advance research, knowledge, and practice to inform continuing professional education.
- 1.6 Identify collaborative partnerships with higher education and other organizations to broaden knowledge and the student affairs profession.

## Goals

---

Goal 2 Generate scholarship and disseminate knowledge that supports evidence-based, innovative, inclusive, and socially just student affairs practices.

*Objectives:*

- 2.1 Generate and communicate data regarding the impact of the student affairs profession on student access, learning, and success.
- 2.2 Provide leadership in advancing and aligning theory, research, and practice within the student affairs profession.
- 2.3 Increase the capacity of student affairs professionals to generate knowledge regarding equity, access, and inclusion.
- 2.4 Provide tools and platforms for continuous improvement opportunities to assess, evaluate, and research the effectiveness of practice.
- 2.5 Use data to forecast trends, develop innovations, and highlight effective student affairs practice.
- 2.6 Provide leadership in supporting scholarship by student affairs faculty, researchers, practitioners, and students through grant programs, publication opportunities, and professional development.



## Goals

---

Goal 3 Lead public policy and advocacy efforts that shape the changing landscape of student affairs within higher education.

*Objectives:*

- 3.1 Expand NASPA's leadership role in critical issues of public policy affecting students and higher education.
- 3.2 Identify, advocate, and communicate a public stance on critical policy issues in higher education.
- 3.3 Build capacity among members to understand, adapt to, and influence public policy within their institutional roles.
- 3.4 Advance and strengthen partnerships to effectively influence public policy.
- 3.5 Generate strategies and advocate for policies that address barriers to student success.



## Goals

---

Goal 4 Provide leadership for student affairs in integrating existing and emerging technologies.

*Objectives:*

- 4.1 Develop knowledge of technologies that enhance the student experience, increase quality, and create administrative efficiencies in student affairs.
- 4.2 Increase capacity and develop programs to create meaningful engagement and learning about emerging and existing technologies in student affairs.
- 4.3 Cultivate strategic alliances to advance technological solutions and enhancements that support excellence in practice.
- 4.4 Implement technologies to increase member engagement, learning, and association effectiveness.



## Goals

---

Goal 5    Develop and promote NASPA's identity as a global student affairs association.

*Objectives:*

- 5.1    Advance intercultural competencies of student affairs professionals.
- 5.2    Define and implement an organizational structure that enables NASPA to engage with student affairs professionals worldwide.
- 5.3    Build partnerships to collaborate within the global student affairs profession.
- 5.4    Implement global opportunities that promote culturally relevant practice and professional development.
- 5.5    Build NASPA's global membership and volunteer base to strengthen the association.