

NEACAC Vision, Mission, and Strategic Framework

NEACAC's vision (from 2006 Strategic Plan)

NEACAC fulfills its mission by developing and providing services, programs, and opportunities for members so they can serve and assist students in their transition from secondary to post-secondary education.

NEACAC's mission (revised August, 2010)

The New England Association for College Admission Counseling leads, supports and advances the work of counseling, admission and enrollment professionals by promoting ethical responsibility, professional development, and state, regional and national advocacy as they help all students realize their full educational potential, with particular emphasis on the transition to postsecondary education.

NEACAC Strategic Framework (Spring, 2012)

I. Professional Community

NEACAC is a broad-based membership association of institutions, organizations and individuals dedicated to ethical standards and professional practices that help all students achieve their postsecondary educational goals.

Objectives and Initiatives

1. Increase awareness and use of ethical and professional standards in college admission counseling.
2. Support and promote long-term professional growth.
3. Deliver meaningful services and value for each membership segment.
4. Promote membership and increase involvement of public universities and high schools, community colleges, college access organizations, and independent counselors throughout New England.
5. Engage membership and grow leaders from different member segments and geographic areas within the region.

II. Organizational Effectiveness

NEACAC is a dynamic organization with a clear strategic direction and commitment to fiscal responsibility.

Objectives and Initiatives

1. Ensure that all Association initiatives support NEACAC's mission.
2. Promote an effective governance structure that complies with NACAC bylaws and local laws.
3. Practice strategic and prudent financial management.
4. Keep clear records and relevant documentation of Association business, programs, and services.

5. Regularly review and evaluate infrastructure, meetings, programs, services, and practices.
6. Communicate effectively with internal constituents: leaders, members, and staff.
7. Encourage increased participation in elections and nominations for elected office, scholarships, and awards.
8. Celebrate and appropriately honor Association and member milestones.

III. Knowledge, Expertise, and Recognition

NEACAC and its members are the recognized and trusted source of knowledge, education and training in New England for the transition to postsecondary education.

Objectives and Initiatives

1. Increase external communication to appropriate constituencies, promoting NEACAC as an “organization of experts.”
2. Continue to connect members and the public to our various resources: human, financial, organizational, electronic/technological, and printed.
3. Expand regional awareness among potential members and stakeholders of NEACAC’s expertise on issues, programs, and services related to the transition to postsecondary education.
4. Develop, enhance, and continue training opportunities in relevant priority areas.
5. Provide a range of professional development opportunities for various membership segments.

IV. Advocacy

NEACAC is committed to promoting advocacy in two ways: to enable members to advocate for students in the college transition process, and to enable members to advocate for public policies and legislation affecting the profession and college-bound students.

Objectives and Initiatives

1. Help members and policymakers understand and better serve an increasingly diverse student population.
2. Provide resources to enable members to best serve their students.
3. Expand partnerships with organizations that support NEACAC’s mission and best practices regarding student access and success.
4. Ensure coordination and representation with NACAC on national issues.
5. Engage members and state and regional policymakers on issues relevant to our profession through advocacy efforts.
6. Keep members informed about issues that impact access to higher education and provide members with the information and means to contact elected officials and other policy makers.