

NACAC UPDATE

NACAC

NACAC STRATEGIC PLAN 2017-20

Vision: “NACAC empowers admission and counseling professionals to champion the opportunity for all individuals to pursue higher education and aspire to lives of personal achievement and contribution to the public good.”



NACAC STRATEGIC PLAN 2017-20

Mission: “NACAC defines professional standards and provides leadership, knowledge, advocacy, research and a forum for collaboration to support admission and counseling professionals.”



NACAC STRATEGIC PLAN 2017-20

- **Advocate for Access, Diversity and Inclusion**
- **Professional Standards**
- **Professional Development, Research and Knowledge**
- **Organizational Effectiveness**

BOARD OF DIRECTORS' GOALS

- Provide oversight of the NACAC strategic plan.
- Offer guidance to the effort to create a new membership model and fee structure.
- Monitor and guide the initiative to restructure NACAC's governance.
- Continue efforts to ensure NACAC's financial health and stability.

BOARD OF DIRECTORS' GOALS

- Encourage and support NACAC members in their commitment to positive action, activism, and advocacy.
- Help create a NACAC culture that demonstrates diversity and inclusion.
- Help to promote respect, cooperation, and dialogue among NACAC's members.
- Continue NACAC's commitment to good governance, new ideas, and leadership.
- Commit to dialogue with the membership to ensure transparency, active listening and engagement.

SPGP:CEPP

- Approved at Assembly in September 2017.
- Created after a two-year effort led by the **Steering Committee on Admission Practices**.
- Condenses, simplifies, and modernizes the language of the previous SPGP and related documents.
- Will enable NACAC to respond to changing practices and innovations in the profession now and in the years to come.

THE DOJ INQUIRY

- The US Department of Justice's Antitrust Division is conducting an inquiry into NACAC's CEPP: NACAC's Code of Ethics and Professional Practice.
- We remain confident in the values that are the basis of the new Code of Ethics and in our mission to serve students and our fellow professionals.
- We will keep members informed as the inquiry progresses, and as more information is available.

GOVERNANCE RESTRUCTURING

Developing recommendations for a governance model that reflects today's membership and the current higher education environment

Work will include surveying, research, focus groups, and thoughtful engagement with members and leaders.

Topics include: NACAC's election processes; standing committees; the role and function of the Assembly; the affiliate Presidents' Council; member voting and membership categories; and the function and structure of the Board of Directors.

Plenty of opportunity for member feedback.



Proposed Changes Assembly 2018 Schedule

AP Committee recommends moratorium on edits to the new SPGP:CEPP.

Ad Hoc Committee on Governance Restructuring may suggest Assembly changes – 2018 may be time to try out changes.

Proposed changes:

- Limiting SPGP:CEPP to motions for future consideration
- Engaging delegates in discussions of Association business

MEMBERSHIP MODEL & DUES STRUCTURE

- New model for membership that would make our member categories and membership fees simpler, fairer, and easier to understand.
- Based on feedback from extensive member surveys and focus groups.

MEMBERSHIP MODEL & DUES STRUCTURE

- Primary change would be a flat fee for institutions that includes all professional staff.
- Dues for each institution would be based on the number of staff.
- Changes to take effect in 2020.

E-LEARNING COURSE

Online training platform to enable members to learn anytime, anywhere, and at their own pace.

First course: “Financial Aid 101.”

Features informative graphics and videos, as well as quizzes to help measure your progress.

TRANSFER

- Transfer included in 2017-2020 strategic plan.
- NACAC working to include transfer in all programming.
- Transfer addressed in new SPGP:CEPP
- Transfer Knowledge Hub.

COUNCIL FOCUSED ON COUNSELING

NACAC joined ten organizations to form the Council of National School Counseling and College Access Organizations, with the goal of supporting every United States student with college and career preparation, access, and success.

A new web portal collects and organizes all the counseling resources created by its nine-member organizations and has recently published a comprehensive review of school counseling coursework.

The logo for NACAC (National Association of College Access and Counseling) is located in the bottom right corner. It features the letters "NACAC" in a bold, blue, sans-serif font. A stylized blue arc is positioned behind the letters "A" and "C", curving from the bottom left towards the top right, partially overlapping the letters.

NATIONAL COLLEGE FAIRS

- Nearly 100 National College Fairs, Performing and Visual Arts College Fairs, and STEM College and Career Fairs last year
- More than 675,000 students, parents and counselors took part in National College Fairs last year.
- More than 1800 college and universities participated in NCFs.

STEM COLLEGE AND CAREER FAIRS

- Since 2016, STEM fairs feature colleges and universities with offerings in science, mathematics, engineering and technology.
- The fairs feature industry representatives who share information about STEM careers.
- Three new STEM fairs are being added in 2018 – in Denver, Baltimore, and St. Louis.

MEMBERSHIP

The association has grown to nearly 16,000 members.

If you are not a member of the national organization,
we invite you to explore the benefits of membership at
www.nacacnet.org



IMAGINE GRANTS

- The Imagine Grants Committee awarded about \$53,000 in grants this past year, enabling college admission counselors, high school counselors and others to participate in professional development.
- 2018 will be the sixth year for the Public High School Counselor Grants, enabling each of NACAC's 23 affiliates to receive \$2,500 to sponsor a public high school counselor or counselors to attend professional development

To donate to the Imagine Fund, just visit the NACAC website and click on "DONATE" at the top of the home page.

EDUCATION AND TRAINING

- **Emerging Admissions Professionals (EAP Program):** Plans for 2018 include nine EAP programs in the spring: Raleigh, Miami, New York City, Atlanta, Hartford, Montgomery County (MD), Prince George's County (MD), Los Angeles, and Dallas/Ft. Worth.
- **Guiding the Way to Inclusion** – July 29 – August 1, 2018, in Washington, DC. This program targets admission professionals responsible for recruiting underrepresented or underserved students to our nation's campuses
- **Fundamentals of College Admission Counseling** – The 5th edition of this textbook for graduate and certificate programs will be released this summer in time for purchase before Fall semester.
- **Preconference Workshops:** In addition the sessions offered during the National Conference, our Education and Training Department also coordinates preconference workshops.

INTERNATIONAL INITIATIVES

Since 2013, NACAC has had a Department of International Initiatives to help NACAC develop programs and strategies, and has developed resources and programs such as:

- *Guide to International University Admission*
- The online toolkit for counselors in the United States advising international students.
- Vancouver International Universities Fair
- “Fundamentals of Recruiting and Counseling International Students” preconference session

The International staff also maintains strategic relationships with a variety of national and international organizations serving students and admissions professionals – from the US Department of State’s Education USA program to the Association of International Educators. Our Department of International Initiatives coordinates closely with the affiliate, International ACAC, on policy and programming.



ADVOCACY, GOVERNMENT RELATIONS & EDUCATION POLICY PRIORITIES:

In brief, our legislative and policy priorities are:

- Education Funding
- Need-Based Financial Aid for Postsecondary Education
- Protecting Students and Taxpayers
- Civil Rights and Education
- Diversity

COMMUNICATION

NACAC keeps you stay connected with:

- NACAC websites
- Social media (Twitter, Facebook, and Instagram)
- NACAC's Admitted blog
- "Today in College Admission" which delivers summaries of the latest news on college admission directly to members' email inboxes
- *The Journal of College Admission*
- NACAC Directory of College Access and Success Programs
- NACAC Exchange
- NACAC Bulletin
- NACACREADS," our online book club that connects readers directly to the author.

RESEARCH

NACAC's Research Department is responsible for the State of College Admission, the Admission Trends Survey, the Counseling Trends Survey, the College Openings Update, and more.

Research staff has also been engaged in a research project with **Pricewaterhouse Coopers**, the worldwide financial services company. The project will provide information on counseling and admission professionals' knowledge of financial aid and college affordability, in preparation for the new resources

KNOWLEDGE CENTER

On the NACAC website, www.nacacnet.org, check out the Knowledge Center for research papers, reports on a variety of topics, models and samples are available for members to access. There is an abundance of information to help all professionals in their day to day jobs.

The NACAC Career Center had almost 700 new jobs posted last year, with nearly 5,500 monthly visits from both job seekers and employers.



INFORMATION SYSTEMS

The European Union General Data Protection Regulation (GDPR) begins enforcement on May 25, 2018, and it has implications for ALL organizations and businesses that collect personal data related to EU citizens. That includes colleges, universities, and schools.

NACAC has been updating its technologies and business processes to ensure compliance with GDPR.

Affiliate leaders should discuss the impact of GDPR for their member organizations to ensure compliancy with protecting data.

NACAC National Conference
in Salt Lake City
September 27-29

Registration opens in March.

NACAC

Thank You!
See you in Salt Lake...
and in Louisville in 2019!!

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