

STRATEGIC PLAN



2023–2027

CHARTING NCA'S PATH FOR THE FUTURE *(Pending LA Approval)*

VISION: Transforming Lives through Communication

MISSION: Advancing Communication scholarship, teaching, and practice to foster a better world

GOAL 1—CREATE CONDITIONS TO SUPPORT AND EMPOWER MEMBERS

Strategic Objective Statements

- 1.1 Support excellence in Communication-related scholarship, pedagogy, and service
- 1.2 Enhance member access, engagement, and sense of ownership in the association
- 1.3 Maintain ethical standards for research, teaching, and service

GOAL 2—PROMOTE COMMUNICATION'S VALUE

Strategic Objective Statements

- 2.1 Enhance public awareness and understanding about the value of the discipline
- 2.2 Promote Communication's significance in challenging existing structures and fostering meaningful change
- 2.3 Advocate for Communication-informed institutional and public policies

GOAL 3—EMBRACE AND ENACT INCLUSION, DIVERSITY, EQUITY, AND ACCESS

Strategic Objective Statements

- 3.1 Provide the tools for members to value and promote inclusivity, diversity, equity, and access within all disciplinary spaces and societal practices
- 3.2 Create and improve structures, programs, practices, and policies within NCA that ensures all members are able to engage in the association and thrive in their professional pursuits

GOAL 4—CULTIVATE A THRIVING AND RESPONSIVE ORGANIZATION

Strategic Objective Statements

- 4.1 Nurture and support a membership, volunteer leadership, and national office staff that are energetic, collaborative, and engaged
- 4.2 Foster reflexive governance and administrative practices and informed decision-making
- 4.3 Collaborate with impacted communities to advocate for Communication-informed policies and structures