NCA Strategic Plan

Mission: The National Communication Association advances Communication as the discipline that studies all forms, modes, media and consequences of communication through humanistic, social scientific and aesthetic inquiry.

The NCA serves the scholars, teachers, and practitioners who are its members by enabling and supporting their professional interests in research and teaching. Dedicated to fostering and promoting free and ethical communication, the NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems.

Goal 1 Cultivate Communication research	**Goal 2** Enhance Communication teaching and learning	**Goal 3** Disseminate knowledge about Communication	**Goal 4** Facilitate professional development for Communication scholars and educators	**Goal 5** Manage the association effectively and efficiently
Objective 1.1 Foster collaboration among researchers	**Objective 2.1** Support curricular development	**Objective 3.1** Maintain appropriate outlets for sharing Communication research within the discipline	**Objective 4.1** Foster career advancement	**Objective 5.1** Maintain financial health and stability
Objective 1.2 Advocate for disciplinary research to policymakers, campus administrators, and the public	**Objective 2.2** Advocate for Communication education to policymakers, campus administrators, and the public	**Objective 3.2** Translate Communication research for public engagement	**Objective 4.2** Foster professional success in teaching, research, service, and administration	**Objective 5.2** Maintain appropriate member and staff human resources
			Objective 4.3 Advocate for inclusive, positive, just, and safe academic workplaces to policymakers, campus administrators, and the public	**Objective 5.3** Maintain appropriate risk management strategies
				Objective 5.4 Modernize technological capabilities
				Objective 5.5 Improve governance processes