

NCA Strategic Plan

(Approved by the Executive Committee September 2009; revised September 2015)

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.

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, 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. NCA supports inclusiveness and diversity among our faculties, within our membership, in the workplace, and in the classroom; NCA supports and promotes policies that fairly encourage this diversity and inclusion.

Goal 1: Cultivate Communication Research

Objective 1.1: Foster collaboration among researchers

Objective 1.2: Advocate for disciplinary research to policymakers, campus administrators, and the public

Goal 2: Enhance Communication teaching and learning

Objective 2.1: Support curricular development

Objective 2.2: Advocate for Communication education to policymakers, campus administrators, and the public

Goal 3: Disseminate knowledge about Communication

Objective 3.1: Maintain appropriate outlets for sharing Communication research within the discipline

Objective 3.2: Translate Communication research for public engagement

Goal 4: Facilitate professional development for Communication scholars and educators

Objective 4.1: Foster career advancement

Objective 4.2: Foster professional success in teaching, research, service, and administration

Objective 4.3: Advocate for inclusive, positive, just, and safe academic workplaces to policymakers, campus administrators, and the public

Goal 5: Manage the association effectively and efficiently

Objective 5.1: Maintain financial health and stability

Objective 5.2: Maintain appropriate member and staff human resources

Objective 5.3: Maintain appropriate risk management strategies

Objective 5.4: Modernize technological capabilities

Objective 5.5: Improve governance processes