

PNACAC Strategic Plan 2018-2021

Organizational Effectiveness and Fiscal Responsibility

Ensure fiscal responsibility, diversification of revenue, and adequate reserves

Utilize technology and social media platforms effectively to engage members and improve efficiencies

Maintain a cohesive and effective governance structure

Advocacy, Diversity and Inclusion

Consistently collect data on membership needs, identify gaps in content and respond accordingly

Provide PNACAC sponsored college counseling services and opportunities and financial support to underserved communities

Maintain a level of knowledge of State and Federal issues to bring to membership; Engage with other state organizations, partnering when possible

Membership Growth and Non-Membership Outreach

Grow PNACAC's membership, focusing on engagement from community college, CBO, rural, public school, low SES, Idaho, Montana and Alaska populations

Actively pursue outreach opportunities utilizing current members to advocate for the organization

Create content for website, flyers, etc. for outreach purposes

Professional Development

Increase professional development at all levels of experience

Offer learning opportunities in digital and alternative platforms and organize networking opportunities in informal environments

Emphasize topics around local, state and federal policy, political advocacy and cultural awareness that impact marginalized populations

Organizational Effectiveness and Fiscal Responsibility

1-Year

- Divest from Wells Fargo and transition to a credit union (Treasurers)
- Establish official status as a 501(c)3 organization (Presidents / Treasurers)
- Revisit PNACAC's Strategic Plan, track progress and begin groundwork for 2021-2024 (Presidents / Delegates)
- Establish alternative revenue sources (Presidents / Treasurers / Finance Committee / Technology)
- Generate savings for Seattle NACAC 2021 (Presidents / Treasurers / Finance Committee)
- Improve onboarding / offboarding transition and make general website enhancements (Presidents / Treasurers / Technology / EA)
- Create one new program while leveraging the existing PNACAC fairs (College Fair)

3-Year

- Purchase Google Suite at NPO level (Technology / Communications / EA)
- Move to cloud-based and paperless systems (Technology / Communications / Presidents)
- Build three-years of operating expenses in reserves (Treasurers / Presidents / Finance Committee)
- Finalize PNACAC's Strategic Plan for 2021-2024 (Presidents / Delegates)
- Increase regional college fair presence in new sites for additional revenue (Presidents / College Fairs)

5-Year

- Develop a strategic investment plan (Presidents / Treasurers / Finance Committee)
- Reevaluate and realign roles of treasurers, accountant and bookkeeper (Treasurers)
- Assess technology platforms and needs - streamline where possible and eliminate unnecessary services (Technology / Communications)

Ensure fiscal responsibility, diversification of revenue, and adequate reserves

Utilize technology and social media platforms effectively to engage members and improve efficiencies

Maintain a cohesive and effective governance structure

Advocacy, Diversity and Inclusion

1-Year

- Create PNACAC Student Scholarship opportunity (Awards and Recognition / Presidents)
- Begin collecting and maintaining contact information for AVID, TRIO, Gear Up, NPO and other college access programs within PNACAC region and provide partnership opportunities (Inter Association)
- Work with other PNACAC committees to create a coordinated effort in helping membership growth (Membership / Inter Association)
- Establish a method of relaying government relations information to members in each state of the affiliate (Government Relations)

3-Year

- Engage more membership in under-represented groups including rural, public high schools, community colleges (DEA / Membership)
- Create a streamlined measurement tool to determine effectiveness of programs (Technology)
- Add one program to our affiliate on the topic of Diversity and Inclusion (DEA)

5-Year

- Have in place three separate programs on the topic of Diversity and Inclusion (DEA)
- At least one member from each state will attend Legislative Session at the National level (Government Relations)

Consistently collect data on membership needs and identify gaps in content

Provide PNACAC sponsored college counseling services and opportunities and financial support to underserved communities

Maintain a level of knowledge of State and Federal issues to bring to membership; Engage with other state organizations, partnering when possible

Membership Growth and Non-Membership Outreach

1-Year

- Begin a process of determining how to increase Community College membership (Inter Association / Membership / Delegates)
- Create target goals for membership (Membership)
- Leverage PNACAC Student Scholarship for PNACAC Membership and Non-Membership Outreach (Presidents / Communications)

3-Year

- Complete an outreach program to regions located near the conference sites to encourage participation and engagement (College Fair / Presidents)
- Have in place the opportunity for college representatives to distribute affiliate materials to HS counselors during their college visits (Membership)
- A two-tier resource cache with free resources for all and additional resources for members will be completed and in place (Membership)

5-Year

- Complete an analysis of data to determine the needs of members on website (Membership / Technology)
- Hold a conference in rural area (such as MT, AK, Eastern OR or Eastern ID) to increase membership and awareness of PNACAC (Presidents)

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Actively pursue outreach opportunities utilizing current members to advocate for the organization

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Professional Development

1-Year

- Create a structure for future growth (Presidents)
- Add an additional PD Chair to the Executive Board (Presidents)
- Promote upcoming and archived webinars, podcasts, articles, etc. through PNACAC newsletter (Professional Development / Communications)
- Continue with successful programming efforts including town hall meetings, summer tour, meet and greets, etc. (Professional Development)

3-Year

- Create a long term and sustainable plan to engage and involve Past-Presidents (Presidents)
- Create online video to market PNACAC (Communications)
- Have digital professional development opportunities in place for members and non-members and additional content for rural populations ((Professional Development / Technology)
- Establish an annual entry level boot camp for new admission employees (Professional Development)

5-Year

- Establish a Middle Management Institute (Professional Development)
- Incorporate a mentorship pairing program (Professional Development)

Increase professional development at all levels of experience

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Emphasize topics around local, state and federal policy, political advocacy and cultural awareness that impact marginalized populations