

NCTA Strategic Long Range Plan – FY18-FY21

Goal	Priorities	Tasks
GOAL 1 Provide a continuity of service and facilitate forward movement for NCTA	1.1 Transition the Governing Council away from day-to-day operations to focus on policy and program development.	1.1.a Create a policy and procedures document for all NCTA committee and divisional activities. 1.1.b Create yearly action plans with measurable outcomes for committees.
	1.2 Continue to evaluate and monitor the resources provided to administrative staff managing the day-to-day operations of the association to ensure the needs of the membership are met.	1.2.a Establish yearly goals for administrative staff. 1.2.b Implement annual reviews for administrative staff.

Goal	Priorities	Tasks
<p style="text-align: center;">GOAL 2</p> <p style="text-align: center;">Increase and expand membership and services</p>	<p>2.1 Expand membership into the international market.</p>	<p>2.1.a Create a taskforce to evaluate positives and negatives of international expansion.</p> <p>2.1.b Create prospect database for international membership.</p> <p>2.1.c Implement a marketing plan to recruit new international members.</p>
	<p>2.2 Gather additional information from our members to facilitate planning and direct programs and services that meet the needs of the membership.</p>	<p>2.2.a Implement annual member surveys.</p>
	<p>2.3 Expand opportunities for NCTA members to engage in professional development.</p>	<p>2.3.a Expand the NCTA website to include resources needed by the membership including, but not limited to, scheduling, salary ranges, accommodation resources, job descriptions, organizational charts, etc.</p> <p>2.3.b Expand ability of members to submit relevant news articles, blog posts, whitepapers, etc., that relate to the testing industry.</p> <p>2.3.c Create an NCTA Ambassadors program for new members.</p>
	<p>2.4 Expand the utilization of social media platforms.</p>	
	<p>2.5 Grow membership among institutions that are not currently NCTA members.</p>	<p>2.5.a Create a prospect database for NCTA membership.</p> <p>2.5.b Implement a marketing and communication plan to recruit new members.</p>

Goal	Priorities	Tasks
<p style="text-align: center;">GOAL 3</p> <p style="text-align: center;">Increase the credibility of NCTA in order to position the organization to play a role in testing industry policy decisions.</p>	<p>3.1 Align NCTA Standards and Guidelines with the Council for the Advancement of Standards in Higher Education's (CAS) Professional Standards for Higher Education.</p>	<p>3.1.a Continue to support CAS alliance.</p> <p>3.1.b Create taskforce to integrate CAS Standards into all aspects of NCTA (TCC, CCTC, website, marketing, etc.).</p>
	<p>3.2 Develop programs for the certification of individual testing professionals.</p>	<p>3.2.a Create committee to oversee certifications.</p> <p>3.2.b Create reference documents and study materials to prepare for proctor certification</p> <p>3.3.c Develop and implement certifications of proctors, test center administrators and other groups as necessary.</p> <p>3.2.d Integrate certifications with TCC, CCTC, and marketing.</p>
	<p>3.3 Develop a highly recognized brand and launch it through strategic marketing.</p>	<p>3.3.a Develop a comprehensive strategic marketing, growth, and outreach strategy.</p> <p>3.3.b Set yearly growth goals for organization.</p>
	<p>3.4 Create a Test Administration Research Committee that would support the preparation and publication of whitepapers, pamphlets, and/or handbooks such as test center management, best practices in testing procedures, etc.</p>	
	<p>3.5 Continue to grow TCC committee and increase the number of certified Centers.</p>	<p>3.5.a Expand TCC committee to sustain a 5-10% increase in certified centers each year.</p>

Goal	Priorities	Tasks
<p style="text-align: center;">GOAL 4</p> <p style="text-align: center;">Develop, enhance and support partnerships with other professional organizations and corporate members of NCTA</p>	<p>4.1 Identify other professional organizations for which partnerships create added value for NCTA.</p>	<p>4.1.a Define partnerships that serve and benefit NCTA.</p> <p>4.1.b Create liaisons as necessary to continue partnership relationships.</p>
	<p>4.2 Partner with other professional organizations to develop, augment, and/or disseminate relevant policies, procedures, and practices.</p>	
	<p>4.3 Increase presence at conferences with representatives, booths, flyers, etc.</p>	
	<p>4.4 Increase opportunities for corporate member involvement.</p>	<p>4.4.a Create a corporate membership committee.</p>

Goal	Priorities	Tasks
GOAL 5 Develop and maintain a sustainable financial plan	5.1 Align budgets with the NCTA Strategic Plan.	5.1.a Create ongoing yearly, three year, and five year budgets.
	5.2 Ensure adequate revenue streams to support operations, services, and future growth.	
	5.3 Create additional opportunities and/or endeavors in which members can support NCTA and market these options accordingly.	5.3.a Include these opportunities and endeavors in the NCTA marketing plan.
	5.4 Establish written policies governing all financial aspects of NCTA finances and investments.	