

STRATEGIC PRIORITY	TACTICS	RESPONSIBLE ENTITY (IES)	DUE DATE
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**Priority One: Enhance Visibility and Reputation as the Pre-eminent Voice of Inclusive Excellence in Higher Education in the U.S. and Globally**

a. Enhance communications that articulate the benefits of attending NADOHE's annual conference.	AMC Mgmt. /Conference Committee /Marketing Committee	Annual/Ongoing
b. Review the effectiveness of the conference evaluation tool to maximize our response to feedback from conference attendees and participants.	AMC Mgmt. /Conference Committee	Annual
c. Regularly assess our conference registration and other fees to assure that they are competitive, affordable, and aligned with the needs of NADOHE's membership	NADOHE Officers/ Conference Committee/AMC Mgmt.	Annual
d. Provide additional opportunities for social networking and enhance affinity/identity group networking.	Membership Committee/Conference Committee	Annual/Ongoing
e. Identify and expand on strategic partnerships within and outside higher education for conference sponsorships and presentations.	President/Officers/Advancement Committee/Conference Committee	On-going
f. Continue to expand outreach through the call for proposals to ensure cutting-edge conference sessions that drive innovation in practice and support the goals of members and attendees to lead and influence DEI efforts at their institutions.	Conference Committee/Global Engagement Committee/Marketing Committee	On-going
g. Support global partners by conference content that is relevant and responsive to their needs as DEI leaders and partners of NADOHE.	Conference Committee	On-going
h. Publish Policy Statements on diversity and inclusion.	Public Policy Committee	On-going

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k. Create partnerships with leaders from corporations with values that align with NADOHE’s and identify viable conference collaborations.	President/Officers/Advancement Committee/Conference Committee	On-going
l. Promote NADOHE’s Journal of Diversity in Higher Education throughout higher education	Marketing Committee/Journal Editor	On-going
m. Activate and utilize national thought leadership within the NADOHE Advisory Board.	Marketing Committee/ Board of Directors	2019-2020
n. Create a public policy statement.	Public Policy Committee	On-going

**Priority Two: Advance and Maximize Organizational Growth, Development and Sustainability**

a. Expand NADOHE’s global footprint and engagement.	President/Officers	2019-2021
(1) Develop strategy for engaging institutions of higher education outside the U.S.	President/Officers/Global Engagement Committee	2019
(2) Solicit NADOHE conference presentations from global CDOs and others.	Conference Committee/Global Engagement Committee	On-going
b. Provide support for outcome-based research demonstrating the efficacy of the CDO role	Board of Directors	On-going
c. Continue outreach to potential Board members from diverse backgrounds.	President/Membership Committee/Nominations Committee	On-going
d. Increase representation and inclusion for potential board members. (1) Develop and expand student engagement in NADOHE (i.e., undergraduate and graduate members, create student panels and student led discussions).	President/Membership Committee/Conference Planning Committee/Nominations Committee	On-going
(2) Review national needs for maximizing growth across a variety of standards.	Professional Development Committee/Membership Committee/NADOHE Chapters CoR	2019-2020

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(3) Develop cross-sector membership with diversity professionals in various sectors in higher education (i.e., (no degree requirements; advancing diversity professional schools in the health sciences, law, medicine, etc.).	Professional Development Committee/Membership Committee/NADOHE Chapters CoR	2019-2020
e. Develop and publish a NADOHE annual report.	Membership Committee/NADOHE AMC Mgmt.	2020
f. Develop strategic alliances with associations/entities representing target markets and collaborate on ways to provide value through NADOHE.	President/Officers/Board of Directors/Marketing Committee	Annual/on-going
g. Build opportunities for NADOHE members' engagement in the organization.	All Standing Committees	Annual/on-going
(1) Solicit feedback from NADOHE membership.	Membership Committee	Annual
(2) Conduct periodic membership surveys.	Marketing Committee/AMC Mgmt.	Fall 2019
(3) Conduct focus groups at annual conference.	Marketing Committee/Conference Committee/Membership Committee	Annual/on-going
(4) Redesign NADOHE's website to allow membership to engage (join committees; work on special initiative and projects).	AMC Mgmt./Marketing Committee	2019-2020
h. Ensure financial stability of NADOHE.	Officers/Board of Directors	On-going
(1) Develop new sources of revenue and higher return on investment yields based upon an investment policy that promotes and protects the long-term financial health of NADOHE.	President/Treasurer/Officers/Advancement Committee	On-going
i. (1) Build a sustainable financial capacity that will permit the Board of Directors to	President/Officers/Board of Directors	On-going

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**Priority Three: Identify and Adopt a Marketing Strategy**

consider an association leadership model that includes paid Executive Director role (part-time/full-time)

(2) Create professional development opportunities for NADOHE members including Standards, CDO Fellows, Webinars

President/Treasurer/Officers/ Advancement Committee

On-going

a. Engage a marketing consultant to assist with development of a marketing strategy for NADOHE.

AMC Mgmt./Marketing Committee

2019-2020

b. Build NADOHE’s reputational influence among its members and audiences across higher education.

Membership/Marketing Committees/Board of Directors

Annual/On-going

c. Implement a multi-prong strategy to build NADOHE’s brand recognition.

Marketing Committee/AMC Mgmt.

Annual/On-going

d. Execute a viable marketing strategy that promotes the long-term sustainability of NADOHE.

AMC Mgmt./Marketing Committee

2019-2020

e. Redesign NADOHE website to include increased marketing of site, addition of CDO resources, recent literature updates.

AMC Mgmt./Marketing Committee

2019-2020

f. Encourage all members to incorporate NADOHE’s brand/logo and membership status on college/university website.

Marketing Committee/Membership Committee/AMC Mgmt.

Annual/on--going

g. Seek endorsement of university/college presidents.

President/Officers

Annual/on-going