CORE PURPOSE

The National Association of Colleges and Employers serves as the primary resource for those working with the college-educated seeking employment.

VISION

The National Association of Colleges and Employers drives collaboration and continuous innovation among a global community of professionals to develop and employ a future-ready workforce.

MISSION

The National Association of Colleges and Employers empowers the community of professionals focused on the development and employment of college-educated talent with relevant data, resources, training, insights and relationships, while serving as the collective voice for the profession.
CORE VALUES

- **Collaboration:** Encourage a spirit of partnership and common interest.
- **Inclusion:** Foster and support diversity and inclusion to advance equity.
- **Integrity:** Promote ethical and respectful behavior and high professional standards.
- **Innovation:** Foster new knowledge and a commitment to continuous learning.
- **Excellence:** Promote distinctive and high quality programs and services.

GOALS

As the Association for those focused on the development and employment of the college-educated NACE will:

1. Increase and retain a diversified membership and create opportunities to engage and build professional networks.

   Objectives:
   - Increase size and scope of membership market share, and identify targeted areas to strengthen retention.
   - Identify and target partners, organizations, and individuals to strengthen diversity of NACE membership.
   - Develop opportunities for customized networking and communities.
2. Advance the body of knowledge, set standards, and cultivate professional acumen.

Objectives:
- Develop and curate content, research, and standards, and expand the scope of these through collaborative relationships.
- Increase awareness of the NACE body of knowledge among NACE membership and the public.
- Build evidence-based practices of excellence based on NACE professional standards and competencies.
- Strengthen professional acumen by offering relevant, comprehensive, and diverse types of professional development experiences and certifications.

3. Serve as the leading source of research, data, and content.

Objectives:
- Lead public awareness regarding the evolution of the workforce through future-focused, predictive research and reports.
- Broaden, deepen, and diversify the sources for survey participation.
- Engage in ongoing dialogue around the career readiness and employability of new college graduates.
- Leverage the synergies between NACE and the NACE Center to deliver value to the public.
4. Advocate as the leading voice for the profession and serve as the authority on related public policy.

Objectives:
• Identify and prioritize relevant public policy issues and develop appropriate responses and positions.
• Collaborate with partners to advance public policy priorities.
• Deliver key benchmarks and insights to enable members to strengthen their position within their organizations.

5. Ensure an operation that is financially sustainable with the infrastructure, technology, and staffing capabilities to drive innovation and fulfill its mission.

Objectives:
• Leverage a robust infrastructure that provides for personalized, member-centered programs and services.
• Implement and evaluate programs and services based on strategic priorities and membership expectations.
• Drive innovation through ongoing strategic review and application of technology solutions, processes, and diverse points of view.
• Plan and implement effective volunteer management programs.
VALUE PROPOSITION

As a professional community focused on the career success of college graduates, we develop and advance knowledge, build and nurture relationships, inspire thought leadership, prepare for future workforce demands, and ultimately, create recognized value for higher education, employer and public stakeholders.