

2021 STRATEGIC PLAN

In July 2021, the NSCA Board of Directors, volunteer leaders, and staff met to develop a new strategic plan for the association. This plan builds on previous strategic plans and will guide the NSCA in fulfilling its mission and vision in ways that reflect the current needs and societal environment. The NSCA Board of Directors will use the plan to guide the organization's resource allocation decision-making.

The plan focuses on 5 areas: professional development, community, advocacy, communication, and organizational excellence. NSCA's volunteers and staff will work together to make this plan become reality.

OUR MISSION

As the worldwide authority on strength and conditioning, we support and disseminate research-based knowledge and its practical application to improve athletic performance and fitness.

OUR VISION

To advance the strength and conditioning profession.

STRATEGIC AREAS AND OBJECTIVES

AREA 1

ADVANCE PROFESSIONAL DEVELOPMENT

Advance the strength and conditioning profession through improved research, education, training, and community.

- » Advance education related to diversity, equity, and inclusion (DEI) initiatives.
- » Create mechanisms for addressing current and developing issues.
- » Increase knowledge of and improve mentorship opportunities.
- » Improve dissemination of research-based knowledge.
- » Expand international educational opportunities and partnerships.
- » Provide clear pathways for professional development.

AREA 2

ADVANCE COMMUNITY

Offer an array of opportunities for the diverse NSCA community to engage, learn, and share ideas.

- » Increase student memberships and involvement (at all levels) in the NSCA.
- » Promote networking opportunities for newer members.
- » Expand event engagement options.
- » Improve international opportunities.
- » Improve member connection tools.
- » Expand awareness of the strength and conditioning profession to high school students.

AREA 3

ADVANCE ADVOCACY

Engage in activities that define and promote the strength and conditioning profession.

- » Build relationships with other organizations with compatible interests.
- » Expand a presence of strength and conditioning internationally.
- » Serve as advocates and provide a unified voice for strength and conditioning professionals in key employment sectors.
- » Expand our activity in legislative monitoring and informing.

AREA 4

ADVANCE COMMUNICATION

Inform and educate stakeholders about the strength and conditioning profession.

- » Optimize communication methods and channels.
- » Foster the connectivity of strength and conditioning information for the media and industry.
- » Expand communication strategies for the advocacy for the profession.
- » Expand the dissemination of strength and conditioning career pathways to future professionals.
- » Enhance the connectivity between member benefits and utilization (engagement).

AREA 5

ADVANCE ORGANIZATIONAL EXCELLENCE

Ensure we have the tools and operational capacity to fulfill our mission.

- » Ensure that the NSCA has a system of governance that meets its current needs and plan for future needs.
- » Cultivate a leadership pipeline for key roles within the NSCA.
- » Ensure that cash reserves of the organization are adequate for future needs.
- » Build a business plan and establish performance metrics that ensure the accreditation transition meets organizational and financial expectations.
- » Define the purpose of each audience segment and certification within the NSCA.
- » More effectively use data to drive decisions.