

OUR VISION

To advance the strength and conditioning profession.

OUR MISSION

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

ADVANCE PROFESSIONAL DEVELOPMENT



Promote the strength and conditioning profession through improved education and training.

- Increase the production of both NSCA and collaborative position statements.
- Further educational offerings and opportunities through new content plan and delivery tools.
- Strengthen NSCA's Education Recognition Program (ERP), progressing toward accreditation.

ADVANCE COMMUNITY



Foster a variety of online and in-person opportunities for the NSCA community to grow, connect and share ideas.

- Increase community opportunities for NSCA members through social media and events.
- Improve website and communication technology and structure.
- Expand relationships between NSCA's community and other organizations.

ADVANCE ADVOCACY



Engage in activities designed to protect and advance the strength and conditioning profession.

- Generate greater funding for research and education grants and scholarships.
- Investigate involvement in regulatory participation in support of strength and conditioning professionals.
- Build awareness for NSCA's position statements and professional standards.

ADVANCE COMMUNICATION



Inform the populace about the strength and conditioning profession.

- Maximize channels, like social media, to grow awareness and engagement.
- Improve research distribution and comprehension.
- Increase awareness of NSCA and its certifications as a leader in the industry.