TO EQUIP
higher educational professionals and their institutions with high quality education and resources.

TO EXEMPLIFY
professional standards for higher education case management.

TO SERVE
as a professional home for all higher education case managers.
STRAATEGIC PLAN
2019-2021

GOAL 1: TO SERVE AS A PROFESSIONAL HOME FOR ALL HIGHER EDUCATION CASE MANAGERS.

- Recruit new and diverse members from both clinical and non-clinical case manager roles.
- Develop new resources and curriculum to engage and retain current and emerging senior leadership.
- Increase transparency in communication and information sharing within the organization.
- Create an inclusive and equitable environment.
GOAL 2: TO EXEMPLIFY PROFESSIONAL STANDARDS FOR HIGHER EDUCATION CASE MANAGEMENT.

- Create and utilize consistent messaging and branding across all platforms of the organization
- Commit to ongoing and intentional integration of diversity, equity, and identity into all aspects of our organizational structure, programming, and decision making.
- Create a culture that encourages innovative research and practice
- Provide relevant, professional, and educational content grounded in research for all stakeholders
GOAL 3: TO EQUIP HIGHER EDUCATIONAL PROFESSIONALS AND THEIR INSTITUTIONS WITH QUALITY EDUCATION AND RESOURCES.

- Curate and organize diverse and current resources to increase functionality and accessibility for members
- Create and disseminate emerging knowledge and practice to meet changing needs of the profession
- Enhance opportunities for connection and collaboration among stakeholders
- Provide continuous education and support for professional development of members