



# HECMA

HIGHER EDUCATION  
CASE MANAGERS ASSOCIATION

## STRATEGIC PLAN 2019-2021

### 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.



# **STRATEGIC 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
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# **STRATEGIC PLAN 2019-2021**

## **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
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# **STRATEGIC PLAN 2019-2021**

## **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
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