VISION
NACCU serves as the recognized leader in campus identification and transaction systems in higher education for providing knowledge, ideas and resources to enable higher education professionals to manage the campus experience.

MISSION
To advance the position of higher education transaction and identity systems through professional development and leadership opportunities for its members to stay current in an ever-changing environment.

VALUE PROPOSITION
NACCU provides members access to a network of campus identification and transaction system resources to integrate and streamline campus operations, and enhance the student experience.

STRATEGIC PRIORITIES

KNOWLEDGE CREATION
- Establish NACCU as the authoritative professional association for those who directly manage campus identification and transaction systems in higher education
  - Offer a comprehensive set of tools and resources that focus on educating all levels of industry professionals
  - Create affordable opportunities to facilitate community and encourage professional staff engagement
  - Promote/enhance the SAGs model rooted in research and practice that supports institutions by providing a means for assessing program and service effectiveness
  - Reengineer the annual conference experience to maximize educational value and engagement
  - Develop published resources that institutions can use to solve problems and issues
  - Respond nimbly to hot-button industry trends by providing resources or education as a need arises

MEMBERSHIP DEVELOPMENT
- Stimulate membership growth and engagement through intention, innovation and agility to achieve its priorities. The objective is to solidify the NACCU role as a leader in linking the importance of campus credentials and campus business, and how our members roles on campus impact the experiences of students and staff
  - Develop and refine data sources to drive business intelligence and inform pattern recognition in areas of campus information technology, finance, business affairs, residence life, and auxiliary services
  - Establish mutually beneficial partnerships and collaborations to advance NACCU and serve the interests of our members
  - Improve internal and external operations to enhance volunteer development and further engagement through committees and other opportunities
  - Collect, research and communicate relevant industry and policy knowledge and content
  - Pursue relationships with other standards-based higher education entities to further association reach to potential members

NAVIGATING TECHNOLOGY
- Educate members on the changing technology landscape and anticipate future industry trends through research and support from corporate members
  - Implement technology platforms that support the NACCU membership and provide access to resources
  - Create quarterly digital dashboard for staff and Board of Directors to have quick visual notes of various membership, digital, and program data points
  - Rebrand and refresh NACCU website on a regular basis to optimize new content and drive new business through other digital avenues, thereby allowing increased tracking of analytics
  - Utilize mobile and virtual technologies for delivery of services when demand and necessity meet