



Press Release

FOR IMMEDIATE RELEASE

NACCU Refreshes its Image and Focus with a New Brand Identity and Guiding Principles

Phoenix, AZ – July 10, 2018 – Big news! NACCU is proud to announce a new brand identity and guiding principles, including a new value proposition, Strategic Priorities, and logo and tagline.

In 2016, the NACCU Board of Directors began a process to define the value proposition of the association. It had become clear that NACCU’s existing brand and strategic plan were no longer aligned with our industry or the benefits NACCU offers to its members. After an intense two-day exploration of the industry and member needs, the Board of Directors redefined the strategic direction of the association.

The new value proposition more clearly describes the focus of the organization and will open new avenues to attract institutional members. Though the word “card” is in our roots, our industry and what our NACCU members actually do on their campuses encompasses so much more than the campus card.

The new Value Proposition is **“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.”**

In Spring of 2018, the Board created an ad hoc committee to review and simplify the NACCU Strategic Plan. The committee worked diligently to focus in on what the most important strategic competencies would be for NACCU. At the April Board Meeting, the new strategic plan was approved. The Strategic Priorities of the association stem from the following three areas:

- Knowledge Creation
- Membership Development
- Navigating Technology

The updated Strategic Priorities document is available for review to the right. *(click the document to open a full-size PDF.)*

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 SACU model rooted in research and practice that supports institutions by providing a means for assessing program and service effectiveness
- ▶ Reinvigorate 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

In tandem with the new value proposition and the revamped strategic blueprint, NACCU has embarked on a rebrand. The new tagline, like the Value Proposition, better reflects what NACCU is all about.

The new tagline is:

NACCU: Connecting Campus Identification & Transaction System Professionals

The new NACCU logo incorporates the tagline and includes a “connecting” graphic which will be used in association branding.

The new logo and tagline are as follows:



As of July 1, this is the new look of NACCU. Our website and social media channels have been updated with the new logo. You’ll begin to see the logo elsewhere as well as new resources roll out.

The NACCU Board and staff are proud to announce guiding principles, terminology, and a brand that reflect NACCU’s values, our industry, and our members, who are the heart of our association.

About NACCU

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. NACCU’s mission is 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.

Learn more at www.naccu.org.

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