

NCTA Strategic Plan - 2022 - 2025

NCTA Mission: The National College Testing Association (NCTA) promotes professionalism and quality in the administration of testing services and programs, including but not limited to, assessment and issues related to accessibility, development, and scoring to its members and constituencies outside of testing. This is accomplished by providing professional services and opportunities for member engagement, partnerships and collaboration, growth and outreach, and professional development.

Guiding Principles	Priorities	Tasks	Division Assigned	Dashboard			FY 2023 Review
				Not Started	In Progress	Completed	
1. Ensure the health of organization with continuity of service and sound financial planning and practices	1.1 Align budgets with the NCTA Strategic Plan.	1.1a Continue annual, three year and five year budget.	Finance				
		1.1b Continue budget projections.	Finance				
	1.2 Ensure adequate revenue streams to support operations, services and future growth.	1.2a Review opportunities for grant funding.	Finance				
		1.2b Continue review of membership dues, conference fees and sponsorship fee every third year.	Finance				
	1.3 Create additional opportunities and/or endeavors in which members can support NCTA and marketing these options accordingly.		Finance				
	1.4 Establish written policies governing all financial aspects of NCTA finances and investments.	1.4a Creation of a finance terms definition document for transparency.	Finance				
		1.4b Continue to review and update procedures related to finance:	Finance				
		1.4c Implement a 30% internal audit on selected areas/programs semi-annually	Finance				
		NCTA Grants – completion report review; reconcile/request/collect unused funds	Finance				
		DGP Scholarship – adjust application procedure to better align with scholarship original purpose	Finance				
		1.5 Take advantage of every opportunity and act with a sense of urgency.		All Divisions			
		1.6 Form search committee in May 2022 to hire an association management company by November 2022.		All Divisions			

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	1.7 Create and maintain transition plans for continuity.	1.7a Budget control and cost management.	All Divisions				
		1.7b Establish an Administrative Division on the Governing Board to focus on organizational changes and needs, as well as organization and maintenance of historical documents and timelines as we transition to a new association management company.	All Divisions				
	1.8 Ensure good stewardship of organizational resources to support operations, services and future growth.	1.8a Review options for need-based funding request vs. annual fund requests by division.	All Divisions				
	1.89 Expand and promote membership in NCTA nationally and internationally and increase brand awareness.	1.9a Expand membership into the international market by researching and marketing to appropriate testing professionals with goal of generating five new international members annually.	Growth & Outreach				
		1.9b Develop marketing plan to non-NCTA members highlighting resources, projects, accomplishments and benefits of NCTA membership.	Growth & Outreach				
		1.9c Develop a specific social media plan to promote events, membership benefits and resources of NCTA.	Growth & Outreach				
		1.9d Continue prospect marketing campaign and research/add 100 new prospects to campaign.	Growth & Outreach				
	2.1 Regularly review the NCTA Standards & Guidelines.	2.1a Form an ad hoc committee every three years to review current Standards & Guidelines to update with current professional standards and best practices. Recommended updates should be presented to Governing Council within one year of formation of committee, with plan to publish approved updated Standards & Guidelines.	All Divisions				

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2. Promote professionalism and quality in the administration of testing services and programs	2.2 TCC will actively promote Test Center Certification via the NCTA conference and periodic announcements on the NCTA List Serve with the goal of increasing new certifications by 5% over the previous fiscal year.		Professional Services				
	2.3 The CAS committee will actively promote CAS certification via NCTA conferences and periodic announcements on the NCTA ListServ with the goal of increasing new CAS certifications by 5% over the previous year.	2.3a the CAS committee will create content for the CAS webpage by January 1, 2023, to make it more beneficial to NCTA members.	Professional Services				
	2.4 Develop plan for rollout of Proctor Certification.	2.4a Form proctor certification operations committee to manage certification program long-term. 1. The committee will monitor certification requirements in order to maintain current with testing trends across the industry and make adjustments as necessary. 2. The committee will keep track of who has passed proctor certification and maintain the list as well as who needs to renew and when. 3. The committee will notify organizations of who has passed the national certification exams as announcements.	Professional Services				
		2.4b The committee will monitor certification requirements in order to maintain current with testing trends across the industry and make adjustments as necessary.	Professional Services				
		2.4c The committee will keep track of who has passed proctor certification and maintain the list as well as who needs to renew and when.	Professional Services				
		2.4d The committee will notify organizations of who has passed the national certification exams as announcements.	Professional Services				
		2.4e NCTA will work with Scantron to develop proctor certification exam with goal of assembled exam forms in 2023.	Professional Services				

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		2.4f Scantron will manage exam delivery and ongoing development for 2 years following completion of initial development, with NCTA plan to discuss contract for ongoing services, by 2025.	Professional Services				
	2.5 NPN will actively pursue NCTA members to increase membership participation in NPN by 5% over previous fiscal year.	2.5a NPN will complete website improvements and increase web traffic.	Professional Services				

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3. Continue development and promotion of testing industry best practices	3.1 Foster partnerships and collaboration with # additional testing industry professionals/liasions.	3.1a The Chair will contact a minimum of three testing organizations not currently involved with NCTA and encourage participation and membership.	Partnerships & Collaborations				
	3.2 Add Academic Integrity goal to website	3.2a Starting Point: The goal of AITC is to provide NCTA members with resources to align campus academic integrity programs and testing centers, create academic integrity programs and advocate testing best practices in higher education through partnerships with other professional organizations.	Partnerships & Collaborations				

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4. Offer professional development and networking opportunities that grow organization professionals and support membership	4.1 Review onboarding of new members - Process, communication, engagement.	4.1a Create a process manual by 2023.	Membership Engagement				
	4.2 Market mentorship program and encourage participation and knowledge sharing.	4.2a Create a program and begin inviting members to join by 2022. Encourage participation, continue to promote program to increase members by 3%. Promote program at annual conference and continue to send reminders about joining program quarterly.	Membership Engagement				
	4.3 Consistently review NCTA website for updates and review analytics.	4.3a Assign to Volunteer Committee and send reports to Jody by Summer 2022.	Membership Engagement				
		4.3b Plan smooth transition for updates following Jody's departure and new management company beginning work.	Membership Engagement				
	4.4 Continue to offer listserv to membership, ensuring it adheres to professional guidelines and communication standards.	4.4a Maintain and encourage active involvement and increase usage among membership as evidenced by increased traffic analytics.	Membership Engagement				
		4.4b Continue to monitor for compliance. Send guidelines out to membership quarterly/bi-annually.	Membership Engagement				
	4.5 Volunteer Services	4.5a Create database for volunteers.	Membership Engagement				
		4.5b Increase volunteerism by 5%. Continue to send requests for committees needing assistance.	Membership Engagement				
		4.5c Ensure COIs on file/compliance at 100% annually with completion date of June 30 each year.	Membership Engagement				
	4.6 Expand opportunities for members to engage in professional development.	4.6a Increase conference attendance by 2.5% annually and ensure that conference is financially sound and on budget.	Professional Development				
		4.6b Produce 10 webinars per year for the benefit of membership.	Professional Development				
		4.6c Each SIG will hold one quarterly meeting, host one webinar per year, and present one session at the annual conference.	Professional Development				
		4.6d JNCTA to be catalogued; produce one volume per year.	Professional Development				

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5. Develop, enhance and support partnerships with other professional organizations and corporate members of NCTA	5.1 Contact a minimum of five international education institutions to partner/become a member of NCTA as a mutually beneficial benefit with examinees		Growth & Outreach				
	5.2 Partner with related professional associations (e.g. Maintain liaison relationships with ATP, ICAI, COTS, CAS)		Partnerships & Collaborations				
	5.3 Support organizations interested in Associate Membership.	5.3a Assist a minimum of five current SROs in completing the application process for becoming affiliate/associate members of NCTA.	Partnerships & Collaborations				
	5.4 NCTA Proctoring Network (NPN) will create a service by January 1, 2023, that will allow test vendors to search for sites interested in adding new vendors		Professional Services				