



NAGAP Strategic Plan

2026-2029

NAGAP Mission & Vision

NAGAP, The Association for Graduate Enrollment Management is the only professional organization devoted exclusively to the concerns of individuals working in the graduate enrollment management environment.

Membership in NAGAP provides an opportunity to network with professional colleagues at all sizes and types of institutions: large and small, public and private, secular and non-secular. The annual conference, professional development institutes, membership directory, weekly NAGAP News, *Perspectives* newsmagazine, mentor program, and chapter affiliations all help facilitate communication among members.

The mission of NAGAP is to engage and advance Graduate Enrollment Management Professionals by promoting excellence and collaboration through education, research, and professional development.

Strategic Plan Process and Timeline

In partnership with NAGAP's Association Management Company *Tally*, in the beginning of fall 2025, NAGAP's Executive Board engaged in a multi-day, multi-functional process to create, implement and execute the 2026-2029 NAGAP Strategic Plan. Over the last 8-months, the NAGAP Committees and E-Board created a Situational Analysis and SWOT Analysis for each committee, held three (3) in-person brainstorming sessions and collaborated in multi-hour meetings to determine the Strategic Plan Pillars, Tactics and KPI's.

The pillars, tactics and KPI's have been inputted into Monday.com which is the project management software that Tally uses to track progress. In collaboration with Talley, the NAGAP Board will track progress and continue discussion throughout each year during Board Meetings, Committee Meetings and Annual Business Meetings. Each year, prior to the NAGAP Annual Business Meeting at the GEM Summit, the NAGAP Board will assess progress and give a *State of the Strategic Plan* overview.

In April 2026, at the NAGAP Board Meeting, the Executive Board approved the implementation of the strategic plan and is set to introduce the pillars and information at the Annual Business Meeting during the 2026 GEM Summit in Baltimore, MD.



Summary & Pillars

Thought Leadership Through Collaboration

Optimizing internal relationships and external opportunities to advance the profession.

Professional Development and Education

High quality content and multi-channel delivery vehicles that meet the needs of members where they are now and supports where they want to go in the future.

Member and Community Engagement

Facilitating meaningful connections within our current membership universe and expanding our stakeholder network.

Organizational Sustainability and Innovation

Ensuring sound infrastructure, continuity in processes, and assessment mechanisms.