



**New England Association
for College Admission Counseling**

Opening Doors to Higher Education in New England

NEACAC Vision, Mission, and Strategic Framework

NEACAC's vision (from 2006 Strategic Plan)

NEACAC fulfills its mission by developing and providing services, programs, and opportunities for members so they can serve and assist students in their transition from secondary to post-secondary education.

NEACAC's mission (revised August, 2010)

The New England Association for College Admission Counseling leads, supports and advances the work of counseling, admission and enrollment professionals by promoting ethical responsibility, professional development, and state, regional and national advocacy as they help all students realize their full educational potential, with particular emphasis on the transition to postsecondary education.

NEACAC Strategic Framework (revised: August, 2025)

Core Values

NEACAC is committed to fostering a professional community rooted in ethical practice, equity, and advocacy. Our work is guided by the following core values:

Equity and Access

NEACAC champions inclusive practices that expand access to postsecondary opportunities for *all* students and promote equity and belonging within our professional community. We are committed to ensuring that all members have access to meaningful professional development, recognizing that empowering professionals ultimately expands opportunities for every student.

Ethical and Professional Integrity

NEACAC upholds honesty, transparency, and accountability, guided by the highest ethical standards in our work and relationships.

Collaboration and Community

NEACAC cultivates a vibrant, respectful, and engaged professional network that thrives on shared learning, mutual respect, and cross-sector partnerships.

Trust

NEACAC builds and sustains trust through consistency, reliability, and open communication with colleagues, students, families, and partners.

Student-Centered Advocacy

NEACAC keeps students at the core of our work, ensuring their needs, voices, and aspirations guide our collective efforts.

Innovation and Lifelong Learning

NEACAC embraces change, supports creative solutions, and promotes continuous growth to meet the evolving needs of our profession and those we serve.

I. Professional Community

NEACAC is a broad-based membership association of institutions, organizations, and individuals dedicated to ethical standards and professional practices that help all students achieve their postsecondary educational goals.

Objectives and Initiatives

1. Increase awareness and use of ethical and professional standards in college admission counseling.
2. Provide targeted professional development, mentorship, and leadership opportunities for members at all career stages.
3. Deliver meaningful services and value for each membership segment.
4. Promote membership and increase involvement of public universities and high schools, community colleges, college access organizations, and independent counselors throughout New England.
5. Engage membership and grow leaders from different member segments and geographic areas within the region.

II. Organizational Effectiveness

NEACAC is a dynamic organization rooted in its clear strategic direction and commitment to fiscal responsibility.

Objectives and Initiatives

1. Ensure that all Association initiatives support NEACAC's mission, adhere to the directives set in NEACAC's governance and policy documents, and comply with legal requirements.
2. Practice strategic and prudent financial management.

3. Maintain accurate documentation and regularly evaluate infrastructures, finances, and governance of NEACAC programs and services.
4. Communicate effectively with leaders, members, staff, and external stakeholders.
5. Encourage active participation in programs, volunteer and leadership positions, elections and nominations, and scholarships and awards.
6. Celebrate achievements and milestones of the Association and its membership.

III. Knowledge, Expertise, and Recognition

NEACAC and its members are the recognized and trusted source of knowledge, education and training in New England for the transition to postsecondary education.

Objectives and Initiatives

1. Increase communication and access to resources to appropriate constituencies, promoting NEACAC as an organization of experts.
2. Expand regional awareness among potential members and stakeholders of NEACAC's expertise on issues, programs, and services related to the transition to postsecondary education.
3. Develop, enhance, and continue training opportunities in alignment with the NEACAC mission.
4. Provide a range of professional development opportunities for various membership segments.

IV. Advocacy

NEACAC is committed to promoting advocacy in two ways: to enable members to advocate for students in the college transition process, and to enable members to advocate for public policies and legislation affecting the profession and college-bound students.

Objectives and Initiatives

1. Help members and policymakers understand and better serve an increasingly diverse student population.
2. Provide resources to enable members to best serve their students.
3. Expand partnerships with organizations that support NEACAC's mission and best practices regarding student access and success.
4. Ensure coordination and representation with NACAC on national issues.
5. Engage members and state and regional policymakers on issues relevant to our profession through advocacy efforts.
6. Keep members informed about issues that impact access to higher education and provide members with the information and means to contact elected officials and other policy makers.