§ noda | ASSOCIATION FOR
Orientation · Transition · Retention
IN HIGHER EDUCATION

NODA – Association for Orientation, Transition, and Retention in Higher Education

Realignment & Modernization of the 2021 Strategic Plan

Revised and Updated November 2024

Overview

The strategic priorities and strategic goals detailed in this document are meant to build on the strategic plan approved in October 2021. These revisions update the central themes to reflect the progress made within the Association and to highlight strategic priorities for 2025.

Updated Central Themes Guiding the Association

1. Diversity, Equity, and Inclusion

   Diversity, equity, and inclusion (DEI) unify NODA's aspirations, operations, and philosophical approach together. It is critical to understand and assess the ways DEI is embedded in the Association's culture, language, processes, and procedures.

2. Education Program Quality

   NODA is committed to elevating the quality of our educational content by integrating new and emerging trends in OTR. Grounded and guided by NODA's Core Competencies, the CAS Standards, and leading practices in OTR, NODA's educational programs reflect the highest standards of scholarship and innovation.

3. Membership Growth

   Membership is the backbone of sustainability for the Association. Members contribute not only financially but also through volunteering and spreading awareness, amplifying NODA's reach and influence. This is why it is important to strategically grow our membership base.

4. Organizational Sustainability

   Meeting the membership's evolving needs is vital for organizational sustainability. NODA will build a strong infrastructure that emphasizes community development and adapts to the needs of our members, institutions, and the profession. There will be a coordinated approach between mission alignment, strategic priorities, and financial planning that allows the Association to be nimble during environmental/contextual changes. The Association will focus on the value that NODA brings to the membership

by focusing on community and shared purpose among OTR professionals.

5. Scholarly Contributions

The advancement of scholarship within the field of orientation, transition, and retention (OTR) is critical to both the professional growth of our members and the overall effectiveness of our programs. NODA plays a pivotal role in fostering scholarly contributions that should shape leading practices, inform research, and drive continuous improvements in the field. This strategic priority not only aligns with our commitment to professional development but also strengthens the academic foundation that informs and enhances our work across campuses.

Aligning Themes & Goals

Strategic Planning Theme	Goal(s)	2025 Strategies
Diversity, Equity, & Inclusion	By 2028, NODA will enhance diversity, inclusion, and access across all member experiences by creating and implementing a comprehensive set of standard practices and procedures, achieving 100% integration in event planning and evaluation.	Pilot the guidebook with NODA leaders who create and facilitate educational programming (institutes, symposia, core competency courses); provide educational information sessions and trainings via multiple modalities Create an assessment plan
Educational Program Quality	By 2027, NODA will achieve 100% adoption of educational guiding principles across all educational programs to elevate quality and ensure consistency, providing program attendees with exceptional experiences that showcase leading practices.	Develop a draft of the "Educational Initiatives Guide to Learning and Curriculum" (working title) Contributors: Educational Initiatives, Core Competencies Integration Committee, CAS Advisory Committee, and Scholarly Practice and Resources, Internship Advisory Committee Implement the definitions of programs and roles to all leaders and members involved (via faculty agreements, level setting, etc)
Membership Growth	Increase market share of US-based institutions from 7% to 20% in alignment with the approved NODA Membership Growth Plan FY24-28. This should occur by the end of Fiscal Year 2028-29 with increased focus on recruitment of members	Review and assess membership marketing efforts Assess & identify retention gaps with current/past members

	from two-year institutions and minority serving institutions.	
Organizational Sustainability	NODA will restructure and reinvigorate the way in which members connect with each other through the implementation of a new communities model. By the end of 2025, NODA Networks and Regions will be replaced with thriving Communities allowing for more flexibility and engagement in subgroups of the Association. By the end of 2025, a plan will be developed and implemented focusing on alternative revenue sources, developing external corporate and non-profit partnerships, leveraging the Association's capital and intellectual assets and investments, and utilizing a multi-year financial planning model. By the end of 2026, NODA will streamline and improve the content delivery to members and undergraduate students at the regional level. Building off the success of Regional Conferences, we will re-envision how in-person conferences happen in the spring to better meet the needs of our members and their undergraduate students.	Successfully complete one cycle of advertising, evaluating, and onboarding new communities Implement methods to embed the strategic plan into the budget development process Evaluate future strategic partnerships Assess alternate sources of revenue for the Association Align programs and services pricing with market value and demand and articulate that to the membership. Review needs assessment data to determine unmet financial priorities and determine next steps. Develop learning outcomes for participants by type (i.e. undergraduate students, graduate students, and professionals); Create pre and post assessments that connect with the learning outcomes Create "grab and go" activities and round table topics that align with the learning outcomes (January 2025) Determine title of Spring Learning Conferences (dependent on name of Place Communities) Create structure of volunteers who will develop and implement Spring Learning Conferences Share volunteer structure with the Leadership Development Committee for recruitment

		Implement the revisions and infrastructure for Spring Learning
Scholarly Contributions	By the end of 2027, NODA will increase member engagement in scholarly activities and contributions in OTR by 30%.	Develop foundational resources and opportunities to encourage entry-level scholarly contributions.This would include beginner-friendly resources (step-by-step guides and webinar). Explore mentorship and scholarly collaboration opportunities. Facilitate collaborative research opportunities on topics identified by the Scholarly Practices and Resources Committee