

# STRATEGIC PLAN 2021–2024



Adopted December 2020 by the NAC Board of Directors

## VISION

We envision a society that values, supports, and empowers family caregivers to thrive at home, work, and life.



We build partnerships in research, advocacy, and innovation to make life better for family caregivers.



Our work is guided by an authentic and passionate commitment to family caregivers that is human-centered, data-driven, collaborative, and inclusive.

# STRATEGIC OBJECTIVES

## 2021-2024



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Our **ADVOCACY** work advances caregiving as a public health issue and builds awareness that fosters national conversation that will empower caregivers to thrive at home, work, and life.



We elevate national family caregiving **RESEARCH** by: 1) developing credible, transformative, original research; 2) providing open data sets to researchers; and 3) leading a peer-to-peer network of national and international experts.



We catalyze public and private sector actors, including regulatory bodies, to develop **INNOVATIVE** services and supports for family Caregivers.



We are a responsive, nimble, and financially **SOUND ORGANIZATION** with effective project and operations management, **INCREASING OUR CAPACITY** to do more through unique resourcing models.



We are a recognized **THOUGHT-LEADER** and **GO-TO** source for caregiving research, advocacy, and innovation insights and connections.

# HOW WE MEASURE SUCCESS

## STRATEGIC OBJECTIVES 2021–2024



We aim to be a thought-leader, strategic alliance builder, and convener for family caregiving research, advocacy, and innovation, bringing a unique level of knowledge and expertise to the field.



- # of strategic activities/ event that we lead or support that deliver results in defined priority areas
- # of alliances focused on fostering priority areas that are determined to be “successful”
- # of retained and new advocacy partners from diverse sectors
- # of legislative proposals that incorporate NAC input research, data, etc.

- # of research projects that address high-impact priority research areas, either by NAC or its peer-to-peer network of researchers
- Increased diversification of research funding
- # and quality of NAC research papers and studies
- Increased representation of diverse populations (e.g. race, socio-economic, gender identity, rural, etc.)

- # of new innovation partners who introduce or adopt innovations as a result of NAC’s efforts
- # of projects that address high-impact, priority innovation areas, either by NAC or its peer-to-peer network of innovators
- # of organizations, including regulatory bodies, that have adopted NAC research or recommendations

- Increase membership revenues through a combination of new members and/or increased dues
- Increase grant and sponsorship income (new funders, repeat funding, member sponsorship level)
- Manage costs to align with defined annual operating plan
- Complete a defined growth plan for NAC that aligns with the strategic plan and the prioritized agendas of the advocacy, research, and innovation departments
- Qualitatively measure the value exchanged with key partners

- NAC is first and preferred source for media and other stakeholders on family caregiving research, policy and innovation topics
- NAC is represented on national boards, advisory committees, and government panels
- NAC is included and/or referenced in the majority of national conversations about caregiving
- Improved brand awareness of NAC’s role in the caregiving ecosystem