



Strategic Plan 2018-2020

Adopted March 23, 2018

What We Believe

NAFSA believes that international education advances learning and scholarship, fosters understanding and respect among people of diverse backgrounds and perspectives, is essential for developing globally competent individuals, and builds leadership for the global community. We believe that international education lies at the core of an interconnected world characterized by peace, security, and well-being for all. NAFSA believes that diversity in our classrooms, our communities, and our workplaces is our strength.

Values

What We Do

NAFSA is the largest and most comprehensive association of professionals committed to advancing international higher education. Based in the United States, we provide programs, products, services, and a physical and virtual meeting space for the worldwide community of international educators. The association provides leadership to its varied constituencies through establishing principles of good practice and providing professional development opportunities. NAFSA encourages networking among professionals, convenes conferences and collaborative dialogues, and promotes research and knowledge creation to strengthen and serve the field. We lead the way in advocating for a better world through international education.

Mission

Our Aspirations

NAFSA aspires to an environment in which every student and scholar seeking the benefits of international education finds a path, and every institution of higher education integrates international perspectives into its teaching, research, and service missions. We aspire to enlightened international relations, a globally engaged citizenry, and a more peaceful world.

Vision

Our Operating Values

We pride ourselves in providing high quality programs, products, and services. Through our work in international education, we foster diversity and inclusion. As a self-supporting, not-for-profit organization, we depend on effective governance and on a strong, increasingly diverse financial foundation. We celebrate innovation and value highly talented volunteer leaders and staff. We commit to working in a professional and collegial manner and to respecting others—values which are at the heart of international education.

**Operating
Values**

Our Seven Strategic Goals (*numbered for reference—are of equal importance*)**1. Advocate for public policies that lead to a more globally informed, welcoming, and engaged United States.**

In the debate about America's future, we stand among those who see the United States as part of the global community, and we seek common purpose with other organizations whose missions and values intersect with ours. We advocate for U.S. policies that foster a more peaceful world, result in a commonsense immigration process, foster global competitiveness, encourage enlightened global engagement, and sustain an informed civic culture through international education.

2. Support the integration of global perspectives throughout higher education by furthering comprehensive internationalization.

The twenty-first century demands strategic and holistic institutional approaches to internationalization throughout higher education. Integrated and comprehensive internationalization requires collaboration to transform the academic, administrative, and student services sectors. We serve those leading internationalization, those internationalizing the curriculum, and those supporting student and scholar mobility to achieve student learning and institutional outcomes that include international perspectives.

3. Encourage and support global learning for students, scholars, and educators.

Intercultural learning opportunities are foundational to the development of global competence. We serve institutions and others committed to expanding the number, types, and quality of opportunities as well as the range of involved students, scholars, and educators. We support meaningful cross-border mobility, virtual collaborations, and interactive connections among culturally diverse communities.

4. Identify critical trends and issues, and champion responses that advance international education.

As the largest and most comprehensive association dedicated to international education, we embrace our leadership responsibility to continually scan the social, economic, and political environment to anticipate, interpret, and analyze the trends and issues affecting international education. We engage with international educators, faculty, higher education leaders, government, and business stakeholders to assess implications and recommend actions to ensure the growth and quality of international education.

5. Create and disseminate knowledge and resources and provide professional development opportunities responsive to the ever-changing needs of the field.

Recognizing the dynamic growth and increasing complexity of the field of international education, we serve the needs of the full range of international education professionals at all types of institutions and organizations. We serve professionals throughout their careers. To advance the field, we offer cutting-edge learning opportunities and the essential resources needed to increase professional effectiveness.

6. Deepen and broaden NAFSA's engagement with individuals and groups whose work contributes to the success of international education, through mutually beneficial collaboration.

We seek engagement with students, scholars, educators, communities, businesses, associations, research organizations, governments, and others. Our members are deeply committed to engagement with all those who share NAFSA's vision and values.

7. Continue to strengthen and diversify the association's revenue streams and organizational infrastructure to successfully meet the challenges of the future.

The pace of change and innovation in higher education is leading us to new frontiers in international education. The expansion of the field requires innovation and entrepreneurial thinking to satisfy the needs of international educators. Our future success will demand even more resources and diverse approaches to resource development, as well as good stewardship of finances.