

ACCT STRATEGIC PRIORITIES



The ACCT Board's new three-year priorities focus on the association's foundational advocacy and governance-education work.

THE ACCT BOARD OF DIRECTORS CONVENED IN Bellevue, Washington this July to deliberate on the association's strategic goals for the next several years. Facilitator Stephen C. Head, Ph.D., former chancellor of Lone Star College in Texas, guided lively discussions about what boards across the country need and what ACCT offers.

The word "innovation" had strong currency in many of the breakout discussions — and it became clear as ACCT's staff leaders shared information that innovative programs and services are not add-ons for us; they're built into the infrastructure. Just a few notable examples are:

- The ACCT Connect online-education and peer-networking platform and its new Advocacy 101 and Data 101 online-education courses;
- Our forthcoming ACCT Excel badging program to recognize governance competencies;
- Expanded efforts to prepare community colleges and students for a globalized workforce; and
- Our groundbreaking new Community College Trusteeship

Survey, which will help the association and the higher education sector to better understand who board members and what boards are most concerned about, which will guide our work into the coming years.

A strong consensus determined that the association's core and expanded offerings under President and CEO Jee Hang Lee and his staff are on exactly the right track. The Board decided to focus on continuing to prioritize community college advocacy and trustee education with emphasis on relationship building, thought leadership, and communication.

Above all, it was useful to recognize that as ACCT continues to develop important new initiatives that are needed to support colleges and students, advocacy and trustee education are both the foundation and the glue that holds together all other work, and communicating to and engaging with members about this work is our number-one priority. Innovations — of which there are many — are made not for the sake of wanting to be innovative, but for the sake of serving members most efficiently and effectively.

2025-2028 ACCT Strategic Priorities

Advocacy

Amplify ACCT members' voices as advocates for their students and regions, enabling the fulfillment of the community college mission.

Trustee Education

Position ACCT as the epicenter of accessible, responsive, and innovative trustee resources and education to drive governance excellence.

	Advocacy	Trustee Education
Thought Leadership	Identify, prioritize and communicate emerging policy issues to members, policymakers and influencers, and the public	Advance good governance practices through ACCT Excel credentialing program and continuing to build accessible content on ACCT Connect on governance practices and campus issues
	Identify and implement strategic policy and practice initiatives to empower colleges to help more students succeed	Enrich ACCT's reputation as the authority in community college governance through specific initiatives such as CEO compensation benchmarking, trustee survey insights & longitudinal research
	Coordinate strategic nationwide messaging to drive specific advocacy goals	Empower boards to make data-informed decisions through expert-led executive searches, board retreats, and other board services

	Advocacy	Trustee Education
Relationships	Develop advocacy cadences between colleges and Washington to encourage continual and targeted engagement	Foster strong CEO/trustee partnerships to ensure institutional stability and advance institutional missions
	Create and maintain ACCT relationships across executive and legislative federal branches to advance the joint community college agenda	Develop global, industry, philanthropic, state association, and other partnerships to support and enhance trustee education
	Mobilize ACCT partnerships across state associations, organizations with aligned policy goals, and others to further policy objectives	Encourage productive connections and sharing of expertise among ACCT members and staff

	Advocacy	Trustee Education
Communication	Coordinate and organize communications for long-term advocacy education, project resources, and immediate action alerts	Continue building ACCT Connect for online access to board education & services
	Drive dialogue among ACCT staff, campus leaders and lawmakers to compel action; Celebrate major policy wins	Explore technologies to proactively engage members (e.g., push notifications, text messages, different uses of social media platforms, customized email connections)
	Support information sharing and develop resources to facilitate federal policy education at local board level	Direct trustees to the governance-education resources they need when they need them through ACCT Excel