

## MISSION

**OUR BUSINESS** NBOA develops, delivers and promotes best business practices to advance independent schools.

## VISION

**OUR IMPACT** NBOA members support excellence in education through thought leadership, diverse perspectives and world-class business operations.

## GOALS & OBJECTIVES



### Strengthen NBOA's Community

Foster an engaged, informed and diverse membership.

#### Objectives

- Fulfill NBOA's commitment to diversity, equity and inclusion
- Achieve optimal levels of engagement throughout association membership
- Ensure the learning portfolio is valuable to professionals at all career stages and school types



### Innovate Core Offerings

Enhance essential benefits, products and services that support NBOA's mission.

#### Objectives

- Deepen support for members' exploration of alternative business models for schools
- Increase competency of schools to use data and analytics to drive decision-making
- Develop additional adoptable business tools and resources to support independent school leadership



### Maximize Industry Impact

Amplify NBOA's position as the industry expert and go-to business resource for independent school leaders.

#### Objectives

- Create processes to identify and act upon rising trends and emerging issues
- Enrich research and data analytics capabilities to support industry knowledge
- Identify, prioritize and, where appropriate, expand reach to key audiences that impact independent school business



### Ensure NBOA's Vitality

Secure the ongoing strength and capabilities of NBOA to serve its mission and the independent school community in perpetuity.

#### Objectives

- Further invest in NBOA's digital delivery of professional development
- Develop new business lines to increase non-dues revenue
- Utilize association data sources to inform internal decision-making
- Assess NBOA brand to ensure alignment with membership and program scope

## GROWTH OUTCOMES

**1** NBOA is the recognized **thought leader** for business and operations within, across and beyond independent schools.

**2** NBOA is powered by a diverse membership with high levels of **belonging, loyalty and satisfaction**.

**3** NBOA's professional development and networking opportunities are of the highest quality and **advance member schools** to achieve long-term financial health.

**4** NBOA member participation and service leads to **professional growth and success**.

**5** NBOA's internal operations are characterized by **high-performing and member-centric staff, operational efficiencies and financial sustainability**.