

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**.