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

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

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

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

GOALS & OBJECTIVES:

1. Strengthen NBOA’s Community
   - Foster an engaged, informed and diverse membership.
   - 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

2. Innovate Core Offerings
   - Enhance essential benefits, products and services that support NBOA’s mission.
   - 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

3. Maximize Industry Impact
   - Amplify NBOA’s position as the industry expert and go-to business resource for independent school leaders.
   - 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

4. Ensure NBOA’s Vitality
   - Secure the ongoing strength and capabilities of NBOA to serve its mission and the independent school community in perpetuity.
   - 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

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

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