



Inspire. Develop. Lead.

2020 - 2023 Strategic Plan

GOAL ONE

BUILD A DIVERSE, DYNAMIC, ENGAGED MEMBERSHIP WHICH SUSTAINS THE GROWTH AND REFLECTS THE MISSION AND VISION OF NOA.

- Implement a concerted membership initiative to help retain and recruit members
- Raise awareness of the NOA Member Connect Community

GOAL TWO

ENSURE THAT NOA PROGRAMS ARE VALUABLE AND SUSTAINABLE.

- Support the needs and interests of the primary audiences of our programs
- Explore new opportunities for additional audiences
- Increase Fall Summit engagement from individual member organizations
- Enhance the funding model to ensure long term success for Fall Summit revenue streams

GOAL THREE

CULTIVATE THE CULTURE OF VIBRANCY, ENGAGEMENT, AND UNIFICATION WITHIN THE NOA GOVERNING BODY.

- Enhance the development of relationships among members of the Coordinating Team
- Identification and encouragement of future Coordinating Team members