

Background

Founded in 1998, NBOA is the only national membership association serving the needs of the independent school business officer and business operations staff. NBOA's success is based upon a nationwide network of colleagues, best-in-class programs, original research and thought leading publications which collectively advance business excellence at independent schools. NBOA membership includes more than 1,350 schools from every region in the United States as well as many international schools in Canada, Mexico and other countries around the globe.

Process

Spearheaded by the Strategic Planning Task Force, NBOA undertook a thoughtful strategic planning process, beginning with a survey of members and potential members conducted in November 2016. The 2016 findings were benchmarked against findings from 2013 to identify trends and new areas of opportunity for NBOA. In 2017, NBOA engaged various stakeholders, including Board, staff and members, to further explore key areas of opportunity. Through analysis and intensive discussion, NBOA has prioritized and synthesized the research findings into the 2018-2022 strategic plan.

Mission
NBOA develops, delivers and promotes best business practices to advance independent schools.



Strategic Direction

Position NBOA members as innovative business leaders who guide long-term financial health and foster excellence for the business and operations of independent schools.

Value Proposition

NBOA is a vibrant community of informed and engaged independent school business leaders sharing data, knowledge and resources that support professional growth and their school's educational mission.

Vision

NBOA members support excellence in education through thought leadership and world-class business operations.

Goals	Objectives	Outcomes
<p>I. Strengthen NBOA's community: foster an engaged, informed and diverse membership.</p>	<ul style="list-style-type: none"> a) Facilitate connections among members who share common issues, challenges and opportunities through NBOA events, technology, communications and data platforms b) Increase diversity and model inclusion within NBOA's member community and volunteer leadership c) Expand and enhance structures and functions that promote meaningful member participation 	<ul style="list-style-type: none"> • NBOA is characterized by high levels of member engagement, satisfaction, retention and loyalty • NBOA is widely recognized as a thought leader for business and operations within and across independent schools • NBOA's professional development and volunteer leadership opportunities lead to continued career progression and growth for its members • NBOA member schools achieve long-term financial health
<p>II. Advance the core: continue to innovate benefits, products and services that support NBOA's mission and strategic priorities.</p>	<ul style="list-style-type: none"> a) Further customize and tailor NBOA's content and resources to increase the value of membership across key segments b) Enhance NBOA's data collection and analytical capabilities to offer a cohesive data set that is easily accessible, user-friendly and enables members to make data-driven decisions to improve their school's performance c) Explore alternative business models and drive the use of innovative practices that advance the long-term financial health and success of all independent schools 	<p style="text-align: center;">Metrics</p> <ul style="list-style-type: none"> • Higher levels of engagement with NBOA across key member segments • Enhanced perceptions of NBOA as measured by regular survey research: <ul style="list-style-type: none"> ○ NBOA's benefits and services are aligned to meet the needs of independent schools ○ NBOA anticipates the challenges and trends that impact independent schools ○ NBOA helps to advance the strategic role of the business officer ○ NBOA has an impact on one's professional success ○ NBOA shares innovative practices and solutions that help business officers guide the long-term financial health of their school ○ NBOA models inclusion and diversity ○ Members are satisfied with their level of engagement ○ Volunteer leaders are satisfied with their leadership experience • Continued excellence in levels of financial reserves, member recruitment, retention and other key operating ratios
<p>III. Maximize impact: amplify NBOA's position as the industry thought leader to expand value within and across independent schools.</p>	<ul style="list-style-type: none"> a) Define and promote NBOA's brand strategy to expand the organization's reach and consistently deliver on its member promise b) Further invest in impactful professional development and expand executive leadership programs and resources c) Identify and advance opportunities to engage Heads of School and other members of the senior administrative team to further reinforce the business officer's role in shaping the success of independent schools d) Provide clear, directional guidance to independent schools on finance and operations best practices 	