Our Vision: 2015 and Beyond...

“Ensuring our seat at the table”

NABA VISION:
Unlimited opportunities and growth for blacks in accounting and related business professions.

NABA CORE MISSION
To address the professional needs of its members and to build leaders that shape the future of the accounting and finance professions with an unflinching commitment to inspire the same in their successors.

NABA BOARD PURPOSE
To provide direction and leadership by developing the strategic vision, identifying and leveraging resources to execute the strategy; and serve as champions for the organization and our stakeholders.

THE BOARD’S SHARED VALUES
Values are guides to excellence in thinking and action. Values are standards we strive to achieve.

- RESPECT
- INTEGRITY
- TRUST
- ACCOUNTABILITY

Our Strategy...

STRATEGIC THEMES

- Organizational Effectiveness
- Financial Sustainability
- Advocacy & Thought Leadership
- Marketing / Branding
- Program and Leadership Development

MEASURES OF SUCCESS

- Effective National Office
- Effective Board of Directors
- Revenue Diversification
- Endowment Fund
- Maintaining a reserve that can fund operations
- Meeting industry targets
- Recognized as a voice on key issues related to profession, particularly diversity and representation in the profession
- Collaboration with key players in profession
- Offers strategies & programs for recruitment and retention
- Enhanced brand identity
- Creating the “NABA Experience”
- Viewed as first source of information
- Expansion of current programs
- Increased participation in National Convention and RSCs
- Increase in African American CPAs and other certifications
- Leadership training and development

Growth | Self-Sufficiency | Impact on Community & Industry

▲ Strategic Plan constructed in April 2015 based off of Amplify strategic option