**Vision 2020**

**Vision:** Ensuring our seat at the table

**Powered by O.N.E.**

### GOAL: Achieve financial and operational **SUSTAINABILITY** by shifting our governance and staffing models.

#### Objectives:

**Pipeline:**
- Leverage regional leaders to create new and strengthen existing relationships with colleges & universities.

**Professionals:**
- Build a staff qualified to manage operations to refocus member efforts on issues, needs and industry concerns.

**Partners:**
- Build a team and infrastructure to support new workplace equity programs.

### GOAL: Demonstrate the impact of existing barriers by taking a lead role in public and corporate **AWARENESS**.

#### Objectives:

**Pipeline:**
- Develop communication strategies to reach peripheral groups to generate awareness, interest and support.

**Professionals:**
- Position NABA as an outlet for members to provide feedback that informs our messages of impact and need.

**Partners:**
- Build a coalition to help advance the mission and reach new audiences for mutual benefit.

### GOAL: Equip members to take **ACTION** with specific tools to support of their development and advancement.

#### Objectives:

**Pipeline:**
- Deliver programs to generate action steps for students to engage with NABA and pursue a career in the profession.

**Professionals:**
- Equip members with tools & resources that prepare them for leadership and advancement.

**Partners:**
- Provide strategies & tools for partners to reach the next level of employment practices for a diverse workforce.

### GOAL: Facilitate authentic and meaningful **CONNECTIONS** to build networks with valuable professional impact.

#### Objectives:

**Pipeline:**
- Develop formal and informal programs to encourage, prepare students for a career in accounting.

**Professionals:**
- Produce networking tools that can serve to share best practices, advance careers and foster future leaders.

**Partners:**
- Create opportunities for partners to engage with members in ways that meet targets strategies.