



**NATIONAL ASSOCIATION
of
PARLIAMENTARIANS**

Strategic Plan 2030

Adopted May 9, 2023

NAP STRATEGIC PLAN

The Strategic Plan is adopted by the NAP Board of Directors. It sets the desired future in the Vision, and how NAP will contribute to that future in the Mission. The Values describe how NAP will behave on the journey. The Focus Areas and Objectives list the specific contributions NAP will make to the Mission and Vision. To support the Strategic Plan, but listed elsewhere, Projects and Key Performance Indicators describe the day-to-day activities of NAP.

In adopting this plan, the Board commits to using it as a guide in decision making throughout the organization. The Board will review the Strategic plan in 2030. The Board will also frequently review and update the operational Projects and Key Performance Indicators as needed.

VISION

The National Association of Parliamentarians is globally recognized as the premier provider of parliamentary leadership.

MISSION

The National Association of Parliamentarians provides education and resources to facilitate efficient and democratic decision-making processes through the effective use of parliamentary procedure.

CORE VALUES

Professionalism

NAP will set and maintain standards for knowledge, competence, and behavior for the parliamentary profession.

Respect

NAP will treat all people with appreciation and dignity.

Integrity

NAP will always do the right thing, honestly, openly, and consistent with our values.

Continuous Improvement

NAP will constantly work to improve all elements of the organization.

Service

NAP will provide opportunities for members to improve the profession, and provide meaningful value to all who seek parliamentary education and support.

Community

NAP will provide an identity and friendly connections for all who share our values and mission.

AREAS of FOCUS

MEMBERSHIP

OBJECTIVES

- Increase general membership by 15% by 2030.
- Increase credentialled membership by 15% by 2030.
- Increase first-year retention rate of members to 75% by 2030.
- Increase overall retention rate of members to 90% by 2030.
- Celebrate and support volunteer contributors to NAP at every national event.
- Support credentialled members in renewal processes.

EDUCATION

OBJECTIVES

- Produce 20 new educational offerings for NAPU by 2025.
- Develop certifications for five specific types of parliamentary work by 2030.
- Hire an Education Director by 2025.

OUTREACH

OBJECTIVES

- Grow non-member revenue by 60% by 2030.
- Grow member non-dues revenue by 25% by 2030.
- Develop strategic partnerships with three new organizations annually.
- Implement a national branding campaign by 2025.
- Develop a marketing program by 2025.