NCARB, in collaboration with licensing boards, facilitates the licensure and credentialing of architects to protect the health, safety, and welfare of the public.

**STRATEGIC PLAN**

**Facilitate Licensure**
NCARB’s programs and services enable the pursuit, achievement, and ongoing maintenance and mobility of architectural licensure.

**Foster Collaboration**
NCARB’s proactive engagement with licensing boards and industry organizations advances the understanding and effectiveness of architectural regulation.

**Maximize Value**
NCARB’s programs and services further the progress of our licensing boards and customers.

**ENHANCE**
Continuous quality improvements that drive the success of core operations, programs, and services.

**GROW**
Targeted opportunities, typically prioritized from ongoing areas of focus, designed to expand reach and impact.

**TRANSFORM**
Meaningful investments in new areas that will yield significant return on investment or mission and position the organization for future success.

**STAKEHOLDER SYSTEMS, TOOLS, AND RESOURCES**
Program and Service Excellence
Data Analysis and Thought Leadership
Stakeholder Systems, Tools, and Resources
Advocacy Support, Outreach, and Influence
Future-focused Research and Development

**FUTURE-FOCUSED RESEARCH AND DEVELOPMENT**

**ADVOCACY SUPPORT, OUTREACH, AND INFLUENCE**

**DATA ANALYSIS AND THOUGHT LEADERSHIP**

**AWARENESS IN THE ARCHITECTURE COMMUNITY**

**PROGRAM AND SERVICE EXCELLENCE**