

# STRATEGIC PLAN

**MISSION**

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

**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

**STRATEGIC GOALS**

**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

Program and Service Excellence

Awareness in the Architecture Community

Stakeholder Systems, Tools, and Resources

Data Analysis and Thought Leadership

Advocacy Support, Outreach, and Influence

Future-focused Research and Development

**LET'S GO FURTHER**