

**NSBA Mission:**

Working with and through our State Associations, NSBA Advocates for Equity and Excellence in Public Education through School Board Leadership.

NSBA Vision:

National leadership that encourages outstanding school board governance to achieve student success.

NSBA's Core Values:

Trust (*Without trust, NSBA cannot grow. Relationship with state associations must be based on trust and follow through of commitments.*)

Respect (*Necessary to build a culture of customer service and accountability. Without respect, NSBA is unable to move forward.*)

Accountability (*Throughout all levels of NSBA to meet expectations on performance.*)

Integrity and Ethics (*The foundation of all relationships. Necessary to engender trust and accomplish NSBA's mission and vision.*)

Visionary Leadership and Excellence (*Increasing efficiency by moving decision-making responsibility to the frontline.*)

Listening and Learning (*Without listening and learning, NSBA can't form effective relationships with members and partners or develop effective programs.*)

Communication and Collaboration (*Working cooperatively and transparently.*)

Stewardship (*NSBA's responsibility to take care of and manage services on behalf of state associations.*)

Teamwork and Service (*The whole is greater than any part. Service provides the meaning for belonging.*)

Advocacy (*Focus and clarity of core mission. "Main things need to be the main things."*)

Diversity (*Encompasses acceptance and respect of a variety of perspectives.*)

NSBA Goals:

- A. MEMBER SERVICE CULTURE AND RELATIONSHIPS - NSBA will build effective relationships by fostering a member-service culture supporting the needs of State Association members.
- B. SCHOOL BOARD LEADERSHIP - NSBA will provide State Associations with research, information, and other services to support local school boards in governing and leading their communities to improve student learning.
- C. ADVOCACY - NSBA will proactively raise the profile, presence and impact of NSBA on Capitol Hill, in the courts and nationally through legislative and legal advocacy to strengthen public education.
- D. SUPPORT FOR PUBLIC EDUCATION - With public education as a civil right and the cornerstone of our democracy, NSBA will inspire and strengthen support for public education and the essential role of school boards.
- E. COLLABORATION - NSBA will build effective relationships and partnerships with other organizations to achieve the mutual goals of NSBA and its members.
- F. INFRASTRUCTURE - NSBA will maintain a sound infrastructure that supports continuous improvement in its services and operations and generates program and activity resources to support its mission.