



National Architectural  
Accrediting Board, Inc.

# **Strategic Plan 2021-2023**

Adopted February 26, 2021

### Mission Statement

The NAAB develops and maintains an accreditation system in professional degree education that enhances the value, relevance, and effectiveness of the profession of architecture.

### Vision Statement

The NAAB advances educational quality assurance standards and processes that anticipate the needs of academic programs, the profession, and society, to promote a better built environment.

### Core Values

The NAAB aspires to follow four Core Values in the way it approaches its work and mission:

- **Commitment to Excellence:** Foster a culture of continual improvement that seeks positive organizational transformation and responds to external change.
- **Diversity and Inclusion:** Celebrate unique institutional perspectives and ensure the inclusion of diverse populations to enrich the learning environment.
- **Effective Communication:** Articulate the value of an accredited architectural education to students, the profession, and the communities architects serve.
- **Spirit of Collaboration:** Promote transparency and collateral cooperation in the shared responsibility of preparing graduates for professional practice.

## Summary

This document builds on the 2018-2020 Strategic Plan and establishes a set of goals and objectives to guide the priorities and decisions of the National Architectural Accrediting Board (NAAB). At the outset, the Board determined it would examine its previous strategic plan through three areas of focus: social justice, technology, and international. As a result, NAAB has determined that its Mission Statement, Vision Statement, Core Values, and four Goals continue to be relevant. The 2021-2023 Strategic Plan focuses the strategies of each goal to address the issues of diversity, equity, and inclusivity; streamlining of accreditation processes through further automation and leveraging technology; and expanding NAAB's focus and presence in the international arena. The NAAB is looking to the next three years as the pivotal time for promoting diversity, innovation, and sustainability as it focuses on assuring quality in architectural education.

## Goal 1: Excellence in Accreditation

Address the needs of society, the profession, and educational institution through an exemplary system of architectural accreditation.

### Objective 1

**Accreditation Teams** – Grow the diversity and number of highly qualified individuals selected as accrediting team members; equip and empower these persons to serve.

### Objective 2

**Partnerships with Schools** – Serve architecture programs with increasing effectiveness and efficiency, given the growing pressure in higher education to balance the needs of students, outcomes, and cost.

### Objective 3

**Innovation in Accreditation Process** – Manage the accreditation process for institutions and individuals with increasing innovation, transparency, cost-effectiveness, and responsiveness.

### Objective 4

**Expanded Institutional Perspectives** – Expand efforts to promote unique institutional perspectives, and advocate for expanded access and inclusion of diverse populations to enrich the learning environment.

### Objective 5

**Impacts of the *Conditions + Procedures*** – Continuously assess the impact and efficacy of innovation in the instruments of accreditation on architecture programs (including shared values, program innovation, and professional preparation).

## Goal 2: Voice of Architectural Accreditation and Evaluation

Key audiences will have an increased understanding of the value, relevance, and importance of an accredited degree in architecture.

### Objective 1

**Strategic Partnerships** – Seek and nurture partnerships with diverse organizations and stakeholders, promoting shared efforts toward a common vision.

### Objective 2

**Organizational Reputation** – Promote a culture of adaptability for leadership, volunteers, and staff team members to be responsive to programmatic needs.

### Objective 3

**Ambassadors and Advocates** – Position the NAAB as an organizational community that serves as an ambassador and advocate for the value of accredited programs.

## Goal 3: International

The NAAB processes will be seen as the gold standard for assessment and quality assurance of architectural academic programs throughout the world.

### Objective 1

**International Strategies** – Promote the portability of professional academic credentials, recognizing that both the education and practice of architects is increasingly international.

### Objective 2

**Credentialing Services** – Provide an enriched workflow process and user experience for the Education Evaluation Services for Architects program (EESA).

### Objective 3

**Canberra Accord** – Continue NAAB's role as a Signatory of the Canberra Accord on Architectural Education, facilitating the international portability of educational credentials in architecture.

## Goal 4: Organizational Vibrancy

NAAB will be a model of outstanding operational and managerial practices for an accrediting body.

### Objective 1

**Governance** – Sustain engagement of members of the Board of Directors through our structure, approach, and focus for their leadership.

### Objective 2

**Finance** – Continue to operate all financial and accounting functions to exhibit outstanding business practices, with oversight by the Finance and Audit Committee.

### Objective 3

**Technology** – Refine technological aspects of operational and business processes to provide increasingly effective and efficient service delivery.