



National Architectural  
Accrediting Board, Inc.

# **Strategic Plan 2024–2026**

**Adopted November 3, 2023**

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**Mission  
Statement**

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**

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**

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

NAAB's 2024–2026 Strategic Plan articulates the organization's goals and objectives for the next three years. Building upon the progress achieved over the last three years, this plan seeks to further our advancement in the categories outlined in the previous (2021 to 2023) Strategic Plan: Excellence in Accreditation, Voice of Architectural Accreditation, International Outreach, and Organizational Vibrancy. Among the commitments introduced in the 2024–2026 Strategic Plan are: increasing the modalities of training program delivery, leveraging multiple channels of communication to reach stakeholders, increasing international architecture students' access to a U.S. architectural quality assurance credential, and achieving a sustainable financial business model.

## **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 Process** – Manage the accreditation process in a consistent and effective manner. Provide support to accredited program staff, staff of programs seeking accreditation, and visiting team members (and other volunteers). Leverage information technology and other accreditation resources to improve responsiveness and to facilitate interactions.

### **Objective 2**

**Accreditation Team Pool** – Expand the team pool by implementing a public call for team pool nominations, in addition to the nominations from the collaterals.

### **Objective 3**

**Volunteer Management** – Maintain a cadre of diverse, trained subject matter experts prepared to effectively evaluate programs' compliance with NAAB Conditions for Accreditation.

### **Objective 4**

**Learning Management** - Expand NAAB's training program using multiple modalities to provide programs and volunteers with opportunities to gain knowledge and skills to effectively engage with the accreditation process in their various roles.

### **Objective 5**

**Impacts of the Conditions + Procedures** – Sustain a process of continuous improvement by assessing the impact of the 2020 Conditions and Procedures on the accreditation process and using the results to identify areas for improvement.

## **Goal 2: Voice of Architectural Accreditation**

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

### **Objective 1**

**Strategic Communications** – Promote the value of NAAB accreditation through a streamlined communication strategy, including multiple channels of communication with diverse organizations and stakeholders.

### **Objective 2**

**Organizational Reputation** - Promote NAAB’s reputation for advancing educational quality assurance standards and processes that anticipate the needs of academic programs, the profession, and society, to promote a better built environment.

## **Goal 3: International Outreach**

NAAB will be recognized as a global leader in accreditation and quality assurance of architectural academic programs.

### **Objective 1**

**International Certification** – Expand the International Certification program to increase international architecture students’ access to a U.S. architectural quality assurance credential.

### **Objective 2**

**Education Evaluation Services for Architects** – Enhance the workflow processes and user experience for the Education Evaluation Services for Architects (EESA) program.

### **Objective 3**

**Canberra Accord** – Maintain an active 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** – Ensure NAAB directors are equipped and prepared to effectively fulfill their responsibilities.

### **Objective 2**

**Finance** – Continue to operate all financial and accounting functions in compliance with best practices for non-profit organizations to achieve a sustainable financial business model.

### **Objective 3**

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