



Mission

To ensure that local governments and stakeholders have the tools and resources to harness the transformative power of communications technology.

Core Values:

- Leadership with integrity
- Commitment to members
- Collaboration
- Protecting public interest
- Equitable access
- Education

Goals:

MEMBERSHIP: Build a membership representative of the communities we strive to serve

- Increase membership by 5% per year
- Recruit members from demographics not currently represented in our membership
- Maintain an overall retention rate of 98%

FINANCIAL: NATOA will be financially sustainable

- Total dues and non-dues revenue will increase by 2-4% annually
- Annual growth of net assets while limiting total liabilities

ORGANIZATIONAL: Achieve a strategic plan supported by a strong staff and active board of directors

- Improve organizational effectiveness at national and state levels.
- Consistent member engagement through committees and state chapters
- Recruit board members that best reflect the mission of the organization

PUBLIC: Expand brand awareness in Washington, DC and throughout the country

- Promote our position as the preeminent organization representing local governments on communications and technology issues
- Foster continued relationships with members, stakeholders and peer organizations