NATIONAL ASSOCIATION OF STATE BOATING LAW ADMINISTRATORS (NASBLA)

2026-2030 Strategic Plan

Approved on September 14, 2026.

Strategic Planning services provided by the Facilitation Center at Wood Creek
www.woodcreekfacilitation.com

Vision Statement

A culture of safe, enjoyable boating for everyone.

Mission Statement

NASBLA advocates for its members and leads the professional boating safety community by providing policy development, standards, training, data, and best practices.

Core Value Statements

Collaboration: NASBLA commits to building and maintaining active relationships with all of our stakeholders.

Collegiality: NASBLA strives for cooperative and respectful interactions fostering shared decision making and an environment where all members contribute constructively and feel valued.

Continuous Improvement: As a member-driven, data-informed organization, NASBLA commits to being proactive in making positive changes on an ongoing basis to enhance productivity and outcomes.

Equality: NASBLA ensures that all members of the association have equal standing to voice concerns, provide contributions, and express objections regarding all aspects of the association.

Stewardship: NASBLA is committed to proactive, principled governance and collective responsibility ensuring our membership is equipped to advance the nation in safe boating.

Goals

Education and Training

Provide high quality, consistent, and standardized education and training for RBS professionals and the boating public with both knowledge and skills that result in safer waterways nationwide.

Funding and Grants

Create a diversified funding portfolio to ensure the association's sustainability and broaden revenue streams for future initiatives, while streamlining operational expenditures.

Membership Value and Engagement

Strengthen membership value and engagement by fostering meaningful participation, collaboration, and leadership opportunities that advance recreational boating safety programs and practical solutions.

Relevant Data

Consistently identify, collect, provide access to, and develop user guidance on timely, reliable data to inform decision-making and support measurable outcomes for RBS and association policies, programs, and performance.

Objectives, Strategies and Measures

*Objective statements and measures have been developed for each goal area. The **(#1)** next to the strategies indicate the first step, which may or may not be in the first year of the plan.*

Education and Training

Goal: Provide high quality, consistent, and standardized training and education for RBS professionals and the boating public with both knowledge and skills that result in safer waterways nationwide.

Objective 1: Continuously review and enhance (e.g., grow) education programs to ensure alignment with applicable national standards, integration of emerging technologies, and maintenance of the most current industry information.

Strategies:

- Initial RBS Knowledge-based NASBLA Education Course Reviews are completed within 30 days of receipt of a final course submission from the course provider. **(#1)**
- Conduct 5-year review of national standards.
- Monitor trends and identify new education/training standards where needed**.**
- Maintain ANSI Standards Developer Organization credential.
- Annual training for RBS education course reviewers to ensure alignment with expectations and policies.

Measure(s):

- 100% of RBS Education Course Reviews are completed within 30 days of receipt of a complete application.
- Offer at least two Course Reviewer Contractor Training webinars annually.
- Establish a baseline for the expected number of courses reviewed annually by tracking all course reviews and approvals from 2026 forward

Objective 2: Increase state engagement, participation, and utilization of BOAT Program by aligning it with current and future state needs.

Strategies:

- Gather data from stakeholders on needs and align training opportunities/updates to curriculum. **(#1)**
- Formulate a plan to broaden access and increase participation and engagement of training programs.

Measure(s):

- Quantify new agencies/groups involved in the BOAT Program each year
- Measure annual changes in participants to determine a baseline expectation for annual number of participants in BOAT programming.

Objective 3: Support NASBLA instructors, educators, and other RBS professionals by providing credentialing and continuing education opportunities.

Strategies:

- Develop RBS Instructor Credentialing Program and overhaul CRBP Program. **(#1)**
- Enhance deliverables of RBS Leadership Academy and State RBS Workshop/regularly assess and revise as needed.

Measure(s):

- Establish a participation baseline for professional credentialing programs.

Funding and Grants

Goal: Create a diversified funding portfolio to ensure the association's sustainability and broaden revenue streams for future initiatives, while streamlining operational expenditures.

Objective 1: Explore legal opportunities to establish the NASBLA brand and protect NASBLA intellectual property.

Strategies:

- Trademark NASBLA logo to protect intellectual property. **(#1)**

Objective 2: Leverage new and manage existing sponsorships for new revenue streams.

Strategies:

- Structure and roll out a new sponsor structure for the Annual Conference. **(#1)**
- Evaluate existing agreements and modify agreements as needed to better meet financial needs of the association while still meeting objectives of the sponsor and partners. Ensure that these agreements are transparent and defensible.
- Look for opportunities for partnership/sponsorship in areas not previously explored.

Objective 3: Modernize funding mechanisms for the BOAT Program.

Strategies:

- Continually evaluate BOAT Program fees and costs. **(#1)**
- Look at more contract training opportunities to train federal and state agencies.

Objective 4: Programs will be self-sufficient to continue operations through membership dues, sponsorships, and avoid subsidizing programs that "don't float."

Strategies:

- Continually evaluate grant opportunities and grant applications. **(#1)**
- Explore hiring 3rd party event management firm to make Annual Conference self-funding. **Year 2.**
- Member dues conversation needs to take place when timing is appropriate.
- Explore internship and other opportunities to populate and maintain Dashboards.
- Regularly monitor ROI on programs, events and initiatives.

Objective 5: Make financial decisions that contribute to the sustainability of the association.

Strategies:

- Establishment of guided investment fund for sustainability of association. **(#1)**
- Re-introducing Reserve Fund funded through operating surpluses.

Measure(s):

- Annual operating surplus

Membership Value and Engagement

Goal: Strengthen membership value and engagement by fostering meaningful participation, collaboration, and leadership opportunities that advance recreational boating safety programs and practical solutions.

Objective 1: Establish and communicate a clear and measurable value proposition for NASBLA membership that demonstrates the benefits of member engagement and participation.

Strategies:

- Develop and communicate a standardized NASBLA membership value proposition that articulates the benefits, resources, programs, and opportunities available to members. **(#1)**
- Develop consistent messaging and materials that demonstrate the tangible value of NASBLA membership and member participation.
- Provide regular communications highlighting membership benefits, organizational accomplishments, and outcomes that directly support member agencies.

Measure(s):

- Develop and publish a NASBLA Membership Value Proposition by Year 1.
- Continue to increase the number of members who report understanding the value of their NASBLA membership in each annual member survey.

Objective 2: Modernize and expand member engagement opportunities through flexible and outcome-driven participation models.

Strategies:

- Evaluate and recommend improvements to NASBLA's committee structure and member engagement model. **(#1)**
- Develop and implement a hybrid engagement framework that incorporates committees, working groups, or other short-term collaborative opportunities as appropriate.
- Establish standardized processes for defining project scope, timelines, deliverables, and member responsibilities for engagement initiatives.
- Utilize NASBLA's member platforms and technologies to support collaboration and improve member participation.

Measure(s):

- Complete an evaluation of NASBLA's committee and member engagement structure by the end of Year 1.
- Increase diverse, active member engagement in committees, working groups, or other volunteer opportunities over the strategic planning period.

Objective 3: Strengthen member development, onboarding, and collaboration opportunities that support leadership growth and shared solutions.

Strategies:

- Develop a mentorship and onboarding framework for new members and Boating Law Administrators. **(#1)**
- Create intentional opportunities for member networking, knowledge sharing, and leadership development throughout the year.
- Ensure NASBLA events, including the State RBS Workshop, facilitate collaboration on emerging issues and member-driven solutions.

Measure(s):

- Launch a mentorship and onboarding program during the strategic plan period.
- Ensure that NASBLA measures that a majority of mentorship program participants are satisfied with their experience. Achieve an average satisfaction rating of 80% or greater for member collaboration opportunities.

Objective 4: Foster a culture of member ownership, accountability, and meaningful contributions to NASBLA initiatives.

Strategies:

- Define member and staff roles and responsibilities for organizational initiatives and projects. **(#1)**
- Establish clear expectations for member participation, deliverables, and timelines for engagement activities.
- Recognize and promote member contributions that advance NASBLA's strategic priorities and organizational goals.

Measure(s):

- Increase the number of BLAs serving in leadership or project lead roles over the strategic planning period.

Relevant Data

Goal: Consistently identify, collect, provide access to, and develop user guidance on timely, reliable data to inform decision-making and support measurable outcomes for RBS and association policies, programs, and performance.

Objective 1: Actively seek out and incorporate member input into the development of benchmarks on association performance to guide governance decisions and strengthen organizational effectiveness.

Strategies:

- Gather the performance data through multiple methods, including but not limited to periodic member satisfaction surveys, review of internal/ operational data, and member feedback opportunities during NASBLA- sponsored forums. **(#1)**
- Explore and adapt, as feasible, the best practices and approaches implemented by similar, successful member-driven organizations and member agencies.
- Issue an annual report on the association's performance on the identified metrics.

Measure(s):

- Year-over-year positive improvement in the association's performance on the metrics.

Objective 2: Enhance online association resources to meet the changing needs of the membership.

Strategies:

- Revise and update association website and other platforms through the Plan period. **(#1)**

Measure(s):

- Use survey tools and live meetings to assess needs and evaluate improvements made.
- Monitor traffic on website through the Plan period to gage effectiveness of changes and improvements.

Objective 3: To enhance usability and generate more meaningful insights, improve and evolve the surveys and other data collections conducted by NASBLA upon request of members or to generate content for NASBLA-sponsored research and products.

Strategies:

- Develop standard text and features to be included in any NASBLA- sponsored survey (e.g., clear statement of purpose, who/what group is seeking the information, deadline for responses, survey contact for questions, etc.). **(#1)**
- Before any survey is undertaken in response to a NASBLA-member request (BLA request) or as part of NASBLA-sponsored research or product development, determine:

- Whether any similar survey had been conducted in the past 2-3 years with results that might still be relevant;
- If a survey of the states is the most appropriate method for gathering the data and/or if any other entity has the information sought;
- If any other component of NASBLA is planning a similar collection;
- The best method(s) for announcing and distributing the survey instrument to achieve the best response rate.

Measure(s):

- Improved response rates with more than half of the survey recipients responding.

Objective 4: Increase membership input on recreational boating data improvement, including the boating incident database, through identification and refinement of high-quality data sets and how they are delivered to support effective decision-making.

Strategies:

- As the BARD redesign project progresses, communicate with and strongly encourage BLAs and BARD points of contact to directly participate in system feedback and validation exercises. **(#1)**
- Ensure all NASBLA-sponsored projects and collaboratives directed toward the collection and criteria associated with boating incident data include direct involvement by state members and additional opportunities for input from all states and other key stakeholders throughout the lifespan of the project.
- Seek targeted evaluations of and feedback from members on best practices and guidance developed to improve the consistency of reporting, collecting, and entering recreational boating data.

Measure(s):

- More than half of the BLAs and BARD points of contact participate in system redesign feedback opportunities.

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