

***National Association of
State Boating Law Administrators
(NASBLA)***

***Strategic Plan
January 1, 2019 – December 31, 2022***

***Adopted December 5, 2018
NASBLA Executive Board***

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National Association of State Boating Law Administrators (NASBLA)

Strategic Plan (October 1, 2019 – December 31, 2022)

VISION

We envision a flourishing culture of safe, enjoyable boating for everyone.

MISSION

National Association of State Boating Law Administrators (NASBLA) is a professional community leading recreational boating safety through innovation and collaboration for excellence in policy development, national standards and best practices.

GOALS

Diversified Funding: Create a diversified funding portfolio to ensure the association's sustainability and broaden revenue streams for future initiatives.

Eliminate Barriers for Boaters: Reduce barriers to safe and enjoyable boating to increase public participation.

Expanded Training: Expand training and professional development opportunities to better serve a diversity of needs.

Proactive Legislative Program: Advocate and build support for state and national policy positions to advance innovative solutions for safety and security challenges.

State Program Performance and Efficiency: Promote excellence in state boating program administration to increase efficiency and effectiveness.

CORE VALUES

NASBLA's core values are a unified and complimentary set of principles that work together to move the association forward with professionalism, transparency, integrity and dedication of purpose.

Collaboration: NASBLA commits to fostering active relationships with a broad community of stakeholders.

Collegiality: NASBLA believes cooperative and hospitable interaction fosters a common understanding of our challenges and shared goals.

Consensus Building: NASBLA works openly to identify the best options that can achieve the greatest level of agreement among decision-makers.

Continuous Improvement: NASBLA commits to making positive changes on an ongoing regular basis to enhance productivity and outcomes.

Equality: NASBLA believes all members of the association have the right to voice concerns, contributions and objections to product development, professional standards and association leadership.

Stewardship: NASBLA provides governance and develops stewardship of safe boating practices and towards its membership.

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Introduction

NASBLA remains committed to the programs, services and policies that have successfully served our organization and members, including committee charges, partnership initiatives, grant projects, national education standards and the BOAT program. This plan outlines the areas we need to add, emphasize or grow as we continue to strive for our vision of a flourishing culture of safe, enjoyable boating for everyone. To achieve this vision, we will focus on five strategic goals over the next four years.

Diversified Funding

GOAL 1: Create a diversified funding portfolio to ensure the association's sustainability and broaden revenue streams for future initiatives.

Objective 1.1: Develop and sustain targeted funding sources, (geographic, program content) including initiatives, event-based sponsorships and exhibitor programs, to increase revenue by 25% over the previous five-year average by 2022.

Objective 1.2: Building on in-house subject matter expertise and in the pursuit of NASBLA's ongoing business operations, develop working assets (physical and intellectual) capable of generating unrelated or tangentially related business income with a minimum anticipated average return on investment of no less than 2:1 over a four-year period.

Objective 1.3: Utilizing mission-specific criteria, identify and expand philanthropic sources of funding whose giving profiles match NASBLA goals and objectives by leveraging like-minded strategies to increase restricted donations by \$50,000 over the next four years.

Objective 1.4: Emphasizing core values of collaboration and consensus-building, coordinate the development of a voluntary, community and industry-based fund to underwrite the cost of targeted safety campaigns and interventions with an initial fundraising goal of \$100,000 by 2022.

Objective 1.5: NASBLA will explore and implement ways to optimize membership financial support of the organization in relations to expanded programs and inflation.

Eliminate Barriers for Boaters

GOAL 2: Reduce barriers to safe and enjoyable boating to increase public participation.

Objective 2.1: Engage entry level and non-motorized boaters in safety awareness and risk mitigation for increased safe participation.

Objective 2.2: Provide resources to a demographically diverse boating community for a better boating experience.

Objective 2.3: Increase awareness of access to waterways for boating and paddling.

Objective 2.4: Reduce administrative barriers that users encounter.

Objective 2.5: Increase awareness of multiple use waterways management.

Objective 2.6: Create new and innovative professional development strategies to help facilitate opportunities for officers, educators and administrators at all levels to engage the boating community and those who may be interested in entering boating and provide these solutions with the support of the US Coast Guard.

Expanded Training

GOAL 3: Expand training & professional development opportunities to better serve diversity of needs.

Objective 3.1: Enhance the number and types of affordable training opportunities for our professional maritime community (e.g., first responders, marine law enforcement, volunteers).

Objective 3.2: Expand breadth and depth of training towards the recognition of impaired vessel operators to include an enhanced knowledge of assessment tools and new trends in drug use.

Objective 3.3: Establish a front-line RBS instructor development and credentialing program to ensure the quality of instruction for boating education.

Proactive Legislative Program

GOAL 4: Advocate and build support for state and national policy positions to advance innovative solutions for safety and security challenges.

Objective 4.1: Develop a comprehensive national legislative agenda and public advocacy program.

Objective 4.2: Develop a state government affairs program to advance member legislative issues with initial goal of assisting no less than five member states over two of the next four legislative sessions.

Objective 4.3: Increase capacity for lobbying.

State Program Performance and Efficiency

GOAL 5: Promote excellence in state boating program administration to increase efficiency and effectiveness.

Objective 5.1: Document and promote, on both a state and national level, the importance and requirements of key boating program positions (e.g., BLA, education, financial, registration, BARD).

Objective 5.2: Create a compendium of performance measures used by members to track success in all aspects of the program.

Objective 5.3: Develop national standards for knowledge and competencies for boating professionals working within or on behalf of the recreational boating community.