



Strategic Framework (2022-2025)

NAFA's Impact / Vision: To be the recognized leader in air filtration education.

NAFA's Business / Mission: To be the global source for expertise, education and best practices in air filtration.

Strategic Outcomes (Goals)

1. Increase Knowledge (internal/external)

Increase filtration and indoor air quality knowledge of membership and end-user personnel

2. Engage Members (internal)

Members feel a strong connection with NAFA and are committed to its growth and success

3. Raise Awareness (external)

Expand and strengthen placement in industry

4. Streamline Operations (internal)

Association is able to operate effectively and efficiently

Strategies

1.1 Expand educational resources for NAFA members

1.2 Develop resources for non-industry professionals to learn about air filtration

1.3 Create primary research and leverage secondary research

2.1 Communicate value of membership and opportunities to engage and contribute year round

2.2 Provide opportunities to volunteer and increase leader satisfaction

2.3 Create opportunities for members to be seen as thought leaders

3.1 Identify audiences and prioritize key stakeholders

3.2 Refresh and solidify brand

3.3 Expand relationships with key associations

3.4 Increase certification demand among members and non-members

4.1 Clarify roles and responsibilities of leaders and staff

4.2 Audit and improve current technology systems

4.3 Modernize governance documents and align with current processes

4.4 Align pricing with current market value and benefits