



NATIONAL OPERA ASSOCIATION

Strategic Direction Plan 2024-2029

Table of Contents

02	—	Introduction
02	—	Mission
02	—	Our Vision
03	—	Goals
04	—	Additional Information

Introduction

The National Opera Association’s strategic approach is informed by the rapidly changing landscape of higher education; inspired by changes in the performing arts arising from globalization and technology; and built on the foundation of our commitment to connection, innovation, and an inclusive community—in all its forms—as the lifeblood of excellence in opera training. Each aspect of the strategic direction plan serves to guide our organization to achieve our mission, vision, and goals.

Mission

The National Opera Association champions excellence in the performance, scholarship, and pedagogy of opera.

Our Vision

The NOA and its membership commit to serve and positively impact school, college, university, and conservatory opera programs, as well as faculty who train the next generation of artists, by:



Fostering innovation and access through the exchange of ideas and best practices among regional and national communities of colleagues.



Offering numerous opportunities for presentations at conferences and peer-reviewed publication.



Sponsoring competitions to recognize and celebrate those who are especially innovative and excellent.

Goals

Over the next five years, National Opera Association will:

Goal #1 Foster a vibrant membership community that advances the organization's recruitment, retention, and reputation;

Goal #2 Identify the strengths and growth opportunities of the current organizational structure for increased effectiveness and efficiency;

Goal #3 Support the work of members in the field by promoting and disseminating best practices and other resources as a benefit of membership;

Goal #4 Increase the diversity of our membership and the accessibility of our conferences;

Goal #5 Cultivate annual and planned giving opportunities in support of our strategic initiatives.

Additional Information

The development of the National Opera Association's Strategic Direction for 2024–2029 was initiated in 2022 and serves as the organization's plan for defining its mission, vision, and positioning as an entity within the performing arts and higher education.

After a two-year process that engaged all stakeholders, design of the Strategic Direction concluded and was approved in January 2024 by the National Opera Association Board of Trustees. The Board is currently executing on various elements of the plan while continuing to build and develop supporting initiatives.



To learn more about the National Opera Association's Strategic Direction for 2024-2029, email the Executive Director's Office.



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*The Strategic Direction Plan 2024-2029 was compiled by
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