



2007 – 2010 NSTA Strategic Plan

Approved by the Membership & Board of Directors, July 18, 2007

Who is NSTA?

NSTA is the leading resource for student transportation solutions

What is our mission?

The National School Transportation Association (NSTA) represents the private sector school transportation industry. We are dedicated to and advocate for the safe, secure, and most efficient transportation of school children.

What does NSTA do?

NSTA represents the interests of the NSTA membership and school children through thorough planning and by informing, promoting, influencing, advocating, and providing individual membership what they cannot efficiently acquire on their own.

What are NSTA's goals?

Goal 1: Safety & Security

Members are dedicated to the safe and secure transportation of students through professionally trained employees, properly maintained equipment, and customer focused procedures.

How will we meet this goal?

- Promote and facilitate industry-wide safety and security programs.
- Position the NSTA brand as synonymous with safe-operating contractors.
- Provide opportunities to increase and showcase driver and technicians skills.
- Promote an issue-free workplace.

Goal 2: Contracting Solutions

Members are dedicated to increasing the privatization of student transportation because privately contracted services provide the best value.

How will we meet this goal?

- Increase conversion opportunities through targeted marketing.
- Position NSTA as the best resource for school administrators and contractors to help educate the public on the value of privately contracted school transportation for school children in the community.
- Collect information that supports the value and efficiency of privatized student transportation.

Goal 3: Business Growth

NSTA efforts are focused on helping members grow their business through increasing ridership, developing new market, and maximizing efficiency.

How will we meet this goal?

- Lead industry coalitions to increase school bus ridership.
- Assist members in development of new markets such as community transportation.
- Assist membership to expand services to additional markets, such as private and charter schools and Head Start agencies.

Goal 4: Advocacy

Members are dedicated to educating and influencing federal, state, and local decision makers on the value and issues of the school transportation industry in order to frame and implement public policy for the good of the industry.

How will we meet this goal?

- Establish NSTA as the best resource for policymakers on school transportation issues.
- Cultivate federal funds for members.
- Develop a grass-roots lobbying system.
- Recognize and influence the effect of state legislation.
- Create and join coalitions as necessary to increase effectiveness.
- Pursue legislative solutions.
- Pursue regulatory solutions.

Goal 5: Voice of the Membership

While recognizing the diversity of the group, members speak with one voice for the good of the private-sector school transportation industry.

How will we meet this goal?

- Listen to our members.
- Keep the membership informed.
- Encourage the sharing of diverse views.
- Represent the industry with consistent and authoritative information.
- Foster peer-to-peer communication.
- Challenge the status-quo when necessary.
- Promote the private industry.

Goal 6: Membership Development

Members are committed to continued growth of a diverse membership by delivering relevant knowledge, timely information, and value-added benefits.

How will we meet this goal?

- Increase awareness of NSTA throughout the private-sector school transportation industry.
- Recruit new members and retain existing members.
- Expand outreach to state associations.
- Develop affiliates in states without state associations.
- Encourage member participation.
- Respond to the membership's diverse needs and broaden our financial base through the addition of membership benefit programs.