

# NEAS STRATEGIC PLAN 2024 TO 2027



New, diversified memberships and constantly evolving definitions of quality



We serve our membership communities with quality & improvement services

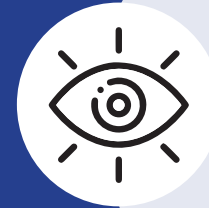


Quality Assurance to ELT is our core business

OUR EXPANDING  
POTENTIAL

QUALITY & IMPROVEMENT  
SERVICES

QUALITY  
ASSURANCE



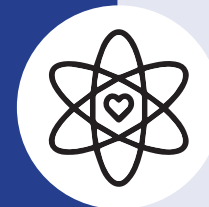
## OUR VISION

NEAS leads quality assurance in the ELT sector.



## OUR PURPOSE

NEAS raises quality standards in English language teaching communities.



## OUR VALUES

Quality,  
Collaboration,  
Innovation,  
Trust.

# STRATEGIC GOALS



## STRENGTHEN OUR FOUNDATIONS

Financial surpluses are required for sustainability.

The best decisions are made with good governance and good data.

Committed members and a valued brand provide a firm base for extension.



## INCREASE QUALITY IN ELT AND RELATED ACTIVITIES AND SECTORS

Our core business is quality assurance in ELT.

Our model of quality assurance is highly transferable to related sectors.

Improvement is tied to learning and leadership.



## NURTURE AND PROMOTE PROFESSIONAL EXCELLENCE AND THOUGHT LEADERSHIP

NEAS Professional Development meets the needs of our diverse sector.

NEAS is ahead of the wave and inspires innovative response to change.



## DRIVE GROWTH AND REALISE NEW POTENTIAL

As our industry matures, we seek new and different members and partner relationships.

Our diversity provides financial sustainability and new opportunities for collaboration.