

ARRL STRATEGY | 2024–2027

www.arrl.org/strategic-plan

Adopted by the ARRL Board of Directors, July 2024

OUR MISSION

ARRL's mission is to **promote** and **protect** the art, science, and enjoyment of amateur radio, and to **develop the next generation of radio amateurs**.

OUR VISION

ARRL, through our digital transformation, will be globally recognized by radio amateurs and the public for promoting amateur radio through our superior delivery of content, training, and licensing; protecting amateur radio through our work with regulators and industry; and investing in the future of amateur radio by inspiring and educating America's youth in radio communications and technology.

OUR VALUES

- Member-centric
- Purpose-driven
- Collaboration
- Integrity
- Respect

OUR GOALS

Promoting Amateur Radio

ARRL will advance awareness and appreciation of amateur radio among the public, policy-makers, educators, industry partners, and future generations of radio amateurs.

Protecting Amateur Radio

ARRL will defend access to spectrum, antennas, operating privileges, and regulatory protections while advocating for the interests and future of the Amateur Radio Service.

Inspiring and Educating Youth

ARRL will positively impact the lives of young people through education initiatives that help students discover and practice radio technology and communications, while igniting passions for future educational pathways and careers in STEM/STEAM fields. This strategic goal serves as ARRL's "new advocacy" and primary growth initiative.

Serving Members and Driving Growth Through Technology

ARRL will transform member experiences through digital services, integrated learning pathways, modern licensing tools, and improved access to ARRL products, services, and content. Achieving this goal requires investment to modernize infrastructure, simplified operations, strengthened cybersecurity, and digital ecosystems that improve service delivery while reducing operational complexity and cost.

Expanding Our Means and Financial Capability

ARRL, as a 501(c)(3) nonprofit organization, must expand its financial means and organizational capacity beyond membership dues alone to invest in these strategic goals. We will develop this support through philanthropy, grants, partnerships, and diversified, sustainable sources of income.

