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This document establishes the National Association of Medicaid Director’s journey into its second decade of service to state and territorial Medicaid leaders and the Medicaid and CHIP programs. NAMD presents the vision, mission and values for the association, as well as a strategic plan for the next three years.

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With its execution, NAMD will continue and increase its foundational cornerstones of its work in the first 10 years, while it achieves new goals in representing, elevating and supporting Medicaid leaders as they impact the programs they lead and the individuals they serve.

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**OUR VISION**

**THE FUTURE WE AIM TO CREATE**

Healthy people served by high-performing and sustainable Medicaid and CHIP programs led by strong leaders.

**OUR MISSION**

**WHO WE SERVE AND WHAT WE DO**

NAMD represents, elevates, and supports state and territorial Medicaid leaders to deliver high value services to the millions of people served by Medicaid and CHIP so they can achieve their best health and thrive in their communities.

**OUR PRINCIPLES**

**WHAT GUIDES OUR WORK**

1. **Community.** We are dedicated to creating a strong, connected, and inclusive fellowship of state and territorial Medicaid leaders.
2. **Non-partisanship.** We are committed to advancing the work of state Medicaid leaders and the programs they manage without bias toward one political party or ideology.
3. **Independence.** Our priorities and work are directed by our members.
4. **Partnership.** We commit to working in partnership with federal officials and other leaders to advance the work of the association and state and territorial Medicaid leaders.
5. **Excellence.** We strive for continuous improvement in our service to members, our operations and within the Medicaid and CHIP programs and commit to conducting ourselves and our work with the highest integrity.
6. **Equity.** We recognize and honor the diversity of our staff, our association members and the individuals served by Medicaid and CHIP and we strive to conduct our work to ensure diversity, inclusion, and advance equity.



**OUR GOALS**

**GOAL#1**

TO INCREASE AWARENESS ABOUT THE IMPACT OF MEDICAID AND CHIP AND THE ROLE AND EXPERTISE OF THE STATE AND TERRITORIAL MEDICAID LEADERS.

**GOAL#2**

TO POSITION AND EMPOWER MEDICAID LEADERS TO DRIVE INNOVATION AND HIGH PERFORMANCE OF MEDICAID AND CHIP PROGRAMS.

**GOAL#3**

TO GROW THE CAPACITIES OF THE ASSOCIATION TO DELIVER NEW HIGH-QUALITY AND IMPACTFUL PROGRAMMING AND SERVICES TO MEMBERS.

**OUR CORE STRATEGIES**

**CORE STRATEGY #1**

BE A THOUGHT LEADER AND CONVENER TO IMPROVE MEDICAID AND CHIP

**CORE STRATEGY #2**

BUILD A STRONG STATE-FEDERAL PARTNERSHIP

**CORE STRATEGY #3**

SUPPORT THE DEVELOPMENT OF EFFECTIVE STATE AND TERRITORIAL MEDICAID LEADERS

**CORE STRATEGY #4**

PROVIDE CONNECTION AND PROGRAM MANAGEMENT ASSISTANCE AND RESOURCES TO MEMBERS

**CORE STRATEGY #5**

STRENGTHEN AND EXPAND THE CAPACITIES OF THE ASSOCIATION

**PERFORMANCE DASHBOARD AREAS**

NAMD Staff and Members will present or participate in key national forums about the impact and performance of Medicaid and the evolution of the health care sector.

NAMD will release sentinel communications documents that highlight the impact of Medicaid and the role and expertise of the state and territorial leaders.

NAMD will offer valuable programming that supports member engagement in federal policy, development of key leadership capacities, and high program performance.

NAMD will build new critical infrastructure systems of the Association.