



National Association of Unclaimed Property Administrators Strategic Plan 2018-2022

PURPOSE/MISSION

NAUPA facilitates collaboration among administrators in their efforts to reunite unclaimed property with the rightful owner.

VISION

As the foremost authority on unclaimed property, NAUPA will lead a coalition of administrators to reunite all recovered unclaimed property with the rightful owner.

VALUES

- **Stewardship:** NAUPA members are committed and obligated to recovering, safeguarding, and returning unclaimed property to and protecting the interests of the rightful owners.
- **Integrity:** NAUPA members act in a manner that continually earns and justifies the trust of those we serve.
- **Professionalism:** NAUPA members ethically execute their duties and responsibilities, treat others with respect and fairness, and strive to enhance their expertise and understanding of unclaimed property issues.

STRATEGIC PRIORITIES

1. Create and enact a communications and systematic multitiered education plan serving both clients and stakeholders
2. Enable NAUPA to proactively support states' efforts to address legislative challenges and emerging unclaimed property issues
3. Revise the standard unclaimed property reporting format
4. Develop and deploy a new NAUPA website