



## National Outdoor Leadership School (NOLS) Releases Second Summit Strategic Plan

*The leader in outdoor education focused on long-term vision and prioritizing inclusivity and diverse perspectives*

**LANDER, Wyo. – Oct. 8, 2024** – The [National Outdoor Leadership School \(NOLS\)](#) has released its [Second Summit Strategic Plan](#), a visionary five-year roadmap for the school's future. Developed over 12 months with input from thousands of stakeholders and guided by a strategic planning committee, the plan focuses on a long-term vision, prioritizing inclusivity and diverse perspectives.

The NOLS Second Summit Strategic Plan showcases the school's mission and vision to elevate the leader in everyone through outdoor wilderness experiences and the core belief that wilderness is at the heart of everything the school does. Central to this plan is developing a sustainable business model that balances a diverse course mix, staffing needs, and philanthropic support.

"We are proud to present The Second Summit, a vision for the next chapter in the history of NOLS," said John Babcock, Chair of the Second Summit Strategic Planning Committee and NOLS Board of Trustees member. "This plan is more than just a strategy—it is our commitment to shaping a dynamic and forward-focused NOLS, ready to thrive in an ever-changing world in service to our students."

The four strategic objectives of the **NOLS Second Summit Strategic Plan** include:

**PEOPLE** | Enhance the financial aid process and optimize recruitment, retention, and compensation strategies—all in order to ensure the scalability of NOLS while fostering a skilled and motivated workforce.

**PROGRAMS** | Review and improve existing programs for market fit and scalability, adjusting course types, durations, and locations. A team for innovation and new program development will explore course offerings that strengthen the mission delivery and business model.

**INFRASTRUCTURE AND FINANCES** | Engaging the NOLS alumni community, launching a comprehensive fundraising campaign, developing a worldwide campus plan, and aligning resources with programmatic goals and values.

**NOLS BRAND** | Efforts and concentration for global recognition of the NOLS brand, impacting more students and future leaders while fostering a universally recognized household name for the core business.

"The Second Summit Strategic Plan is a bold step toward a more sustainable and resilient future for our school," said NOLS President Sandy Colhoun. "The plan reflects the voices of our community and reinforces our core belief that wilderness is at the heart of everything we do. This plan will guide us in elevating leadership through wilderness experiences while building a business model that sustains our mission for years to come."

The **NOLS Second Summit Strategic Plan** is available [HERE](#)

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### **About NOLS**

Founded in 1965 in a small cabin in Sinks Canyon, Wyoming, the National Outdoor Leadership School (NOLS) is a nonprofit global wilderness school that seeks to help individuals step forward boldly as leaders. We believe that anyone can be a leader; it's our role to provide the environment and training to help them discover their full potential. We do that in classrooms close to home and remote wilderness areas worldwide. The scope of NOLS's mission and impact is broad, with 14 campuses across six countries and educational opportunities worldwide. The school enrolls over 28,000 students and employs over 1,000 full-time and part-time staff and instructors with an annual budget of approximately \$40 million in a typical year. NOLS currently has more than 360,000 active alumni.

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