Bridge to 75
Strategic Plan 2022–2025
Strategic Planning Board Committee
Fiona McCrae former Publisher, Graywolf Press, Committee Chair
Markus Dohle Chief Executive Officer, Penguin Random House
Julia A. Reidhead Chairman and President, W. W. Norton & Company
Calvin Sims Executive Vice President of Standards and Practices, CNN
David Steinberger Chairman and CEO, Open Road Integrated Media, Chairman of the Board of Directors, NBF

What’s most inspirational about NBF?
30%  
Our work advocating for books as part of American culture
25%  
The National Book Awards

The 5 program ideas rated as most impactful
- Funding for existing literary organizations
- Free in-person author events
- Book distributions in high poverty areas
- Free virtual author events
- Resources and training for teachers

Who responded:
- Readers 54%
- Writers 22%
- Educators 16%
- Publishing Pros 8%

From:
- NYC 12%
- Northeast 24%
- Midwest 18%
- Southeast 14%
- Southwest 10%
- HI/AK/Territories 1%
- West 21%

100+ Executive Director Interviews
7 All-Staff Visioning Sessions
1,360 Survey Respondents

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From:
The National Book Foundation’s (NBF) 2022–2025 strategic plan represents the second three-year cycle of a larger ten-year plan. The plan was developed in response to the last strategic plan (2017–2020), informed by supporting research, including extensive constituent interviews, and a far-ranging survey, and refined based on what the Foundation has learned and accomplished since 2017.

The focus in the coming years is to position the Foundation in the role of gate-opener, leveraging NBF’s unique position in the literary ecosystem in service of readers. Goals by the 75th National Book Awards include:

- Maintain the National Book Awards as the country’s preeminent literary award, and increase their overall impact
- Be a leading champion for books and reading
- Enact organization-wide capacity building measures to ensure growth and sustainability

Opportunities for support are informed by, and align with, these goals.
For over seven decades, the National Book Awards have been the gold standard for recognizing exceptional literature published in the United States. In the categories of Fiction, Nonfiction, Poetry, Translated Literature, and Young People’s Literature, the National Book Awards Longlist, Finalists, and Winners represent excellence across genre, generation, identity, and experience.

In the lead up to the 75th National Book Awards in 2024, NBF will continue to increase the overall impact of the Awards:

- Double the viewership of the Awards
- Preserve and maintain the status of the National Book Awards as the country’s preeminent literary award

NBF will leverage other Prizes & Honors to increase engagement, reach, and impact:

- Expand 5 Under 35 to engage more readers
- Continue to evaluate strategic use of mission-aligned prizes and honors outside of the National Book Awards
Connecting with Readers

NBF’s programs for readers are unified by a focus on the joy of books and reading, and center the voices and work of NBA–honored authors in program curation. NBF programs nurture both existing and emerging readers, with a particular commitment to those who experience barriers to accessing and engaging with a vibrant book culture.

Program Goals

• Be meaningfully present in all 50 states and key territories in a five-year cycle
• Expand Book Rich Environments to 60 public housing communities by 2024
• Deepen our hometown relationships in New York City

New Opportunities

Read With NBF, a book-club style program aimed at engaging adult readers through regular, year-round activities

Teacher Fellowships, to support classroom teachers and their students, inspire a love of reading, and activate teaching and learning through books honored in the category of Young People’s Literature
Advocating for a Thriving Literary Ecosystem

NBF will champion the importance and joy of books and reading, supporting the field and creating a ripple effect of service to readers:

- Establish an ongoing fund to support the literary field, via a permanent iteration of the Literary Arts Emergency Fund
- Continue to build sector-wide partnerships and collaborate with existing networks including the ABA, ALA, Humanities Councils, Centers for the Book, and larger initiatives

New Opportunities

Preserve the National Book Awards archive, and make materials accessible to the wider literary community, scholars, and general public, including a public exhibition of archival materials in conjunction with the 75th National Book Awards in 2024
Building Capacity

Over the next three years, NBF will continue to ensure we have the resources to make meaningful impact for readers.

New Opportunities

- Redesign NBF’s website to engage readers more deeply
- 2-3 new staff positions by 2025 with a focus on development and programmatic work
- Formalize the Foundation’s commitment to Diversity, Equity, Access, and Inclusion

Get Involved

Visit nationalbook.org to find out more about our programs

Contact Meg Tansey at mtansey@nationalbook.org and let us know what you think (and what you’re reading!)

Follow our work on social media

Invest in the future of books by making a gift today at nationalbook.org/donate
Mission

• To celebrate the best literature published in the United States, expand its audience, and ensure that books have a prominent place in our culture

Values

• Books are essential to a thriving cultural landscape
• Books and literature provide a depth of engagement that helps to protect, stimulate, and promote discourse
• Books and literature are for everyone, everywhere

Vision

• Books and literature remain at the center of our vibrant national conversation
• The National Book Foundation’s Awards and additional programming encourage existing readers and build new and diverse audiences for books and literature