

NCTA's Mission and Vision

Adopted August 21, 2014

VISION/MISSION/VALUES

Strategy begins with an understanding of an organization's core identity, seeking to leverage its unique strengths in effecting the change it seeks to make in the world. The NCTA vision, mission and values are presented below:

VISION

Our vision for the North Country Scenic National Trail is that of the premier footpath of national significance, offering a superb experience for hikers and backpackers in a permanently protected corridor, traversing and interpreting the richly diverse environmental, cultural, and historic features of the northern United States.

MISSION

The mission of North Country Trail Association is to develop, maintain, protect and promote the North Country National Scenic Trail as the premier hiking path across the northern tier of the United States through a trail-wide coalition of volunteers and partners.

CORE VALUES

- Volunteerism
- Making a legacy contribution for the greater good to something larger than ourselves
- Stewardship
- Mutual respect, cooperation and partnership
- The importance of exercise, recreation and health
- Boot-strapping; a can-do attitude of 'git 'er done, and 'just do it!'