

## NAI Region 4 Strategic Plan for 2013-2014

### **Goal: Provide quality services that enhance professional skill development.**

**Champion:** [Tim Krynak](#)

#### **Strategy 1: Offer ongoing training opportunities**

*Action Items:*

- |   |        |         |
|---|--------|---------|
| • Schedule at least one training quarterly              | JN, DP | 2013-14 |
| • Schedule a training session at a non-traditional site | JM     | 5/13    |
| • Schedule a training for supervisors and managers      | VB     | 4/13    |

#### **Strategy 2: Continue to offer strong, effective regional workshops.**

JW      Ongoing

*Action Items:*

- Assess costs and reduce where possible with one-day options, etc.
- Provide alternatives to the standard workshop format in order to accommodate a wider audience
- Offer a diversity of sessions/activities focusing on natural & cultural history, administration and leadership

### **GOAL: Create a sense of community and opportunities for involvement**

**Champion:** [Renell Simrau](#)

#### **Strategy 1: Provide a high quality newsletter**

*Action Items:*

- |  |    |         |
|--|----|---------|
| • Communicate with regional reporters to assign stories, articles and review, with 100% participation annually | LF | Ongoing |
| • Get applicable committee reports in the newsletter.  | LF |         |
| • Include an article in 4Thought written by a grant or scholarship winner                                      | MS |         |

#### **Strategy 2: Effectively use social media**

*Action Items:*

- |   |         |         |
|---|---------|---------|
| • Ensure that facebook, twitter, etc. logos are on newsletter and website | RNiccum | 2/2013  |
| • Provide postings to Facebook at least twice a week                      | JV      | Ongoing |
| • Link Facebook site to Twitter   | JV      | 2/2013  |

#### **Strategy 3: Welcome new members**

*Action Items:*

- |  |              |         |
|--|--------------|---------|
| • Develop a regional member welcome packet   | BP           | 4/2014  |
| • Offer welcome activities for new members/first time attendees at regional workshop | Mbrshp C.    | Ongoing |
| • Provide a phone call to new members within 60 days of notification                 | Mbrshp/board |         |
| • Verify that IMIS sends new member information to membership chair                  | Mbrshp       |         |
| • Continue to highlight 1 new member 2 times per year in FourThought                 | MS           |         |

#### **Strategy 4: Cultivate member involvements and relationships**

##### *Action Items:*

- Develop list of one-time tasks to help members get involved Vlntr C, TK 10/13
- Promote informal gatherings of members (and friends) throughout the region (4/year) Rachael Larimore & NS Ongoing
- Continue to highlight 1 existing member 2 times per year In FourThought MS Ongoing
- Create survey for members (include newsletter format input in survey) JW 2/2013

#### **Strategy 5: Find and work to get lapsed members to renew.**

##### *Action Items:*

- Acquire lapsed member lists from national BP, RS Ongoing
- Contact lapsed members to extend renewal invitations. Mmbrshp Ongoing

### **Goal: Promote the value and role of interpretation as a profession.**

**Champion:** Dorothy McLear

#### **Strategy 1: Promote the value and role of interpretation to administrators**

##### *Action Items:*

- Promote and recognize our grants through administrative organizations by asking our own committees to send info to administrators MS 6/2013
- Approach other similar regional organizations to promote Region 4 grants and send materials encouraging institutional membership JM 7/2013
- Create a handout about the value of professional interpretation JC 10/2013

#### **Strategy 2: Collaborate with other organizations**

##### *Action Items:*

- Produce a list of other organizations with similar interests and visitors in Region 4. JM, JV 7/2013
- Publicize workshops and services with other organizations as they occur. JW Ongoing
- Represent and promote NAI at (2) non-NAI conferences during each year. RS 3/2013
- Work with national office to produce a standard PowerPoint slide to be used to “advertise” NAI during presentations TK 7/2013

#### **Strategy 3: Diversify our membership**

##### *Action Items:*

- Develop a regionally-focused membership brochure BP 3/2013
- Award annual Complementary memberships (4) Mmbrshp 3/2013
- Identify new and existing target groups for recruitment JV, JM Ongoing

## **Goal: Maintain strong regional structure**

**Champion: Tim Krynak**

### **Strategy 1: Align regional policy with national policy**

*Action Items:*

- Take an active role in forming national policy TK, VB Ongoing
- Keep Region 4 membership informed of national restructure TK Ongoing

### **Strategy 2: Periodically review organizational structure for effectiveness**

*Action Items:*

- Continue strategic planning meetings every 2 years Board 1/2015
- Review job descriptions Board 1/2014
- Review policy manual in 2014 Board 1/2014

TK: Tim Krynak

Director

JW: Jenn Wright

Deputy Director

SE: Susie Edwards

Treasurer

JV: Jill Vance

Secretary

AG: Amy Gregg

Student Involvement Co-Chair

BP: Becky Parkin

Membership Co-chair

DM: Dorothy McLeer

Student Involvement Co-chair

JC: Julie Champion

Nominating/Strategic Plan

JM: Jennifer McDowell

IPG Grants (Acting Chair)

JN: Jason Neumann

Mini-Workshop Coordinator

LF: Lynnanne Fager

Communications Chair

MM: Marquita Manley

Ways/Means Chair

MS: Maureen Stine

Scholarships & Grants Chair

NS: Nora Sindelar

Awards Chair

RN: Rich Niccum`

Webmaster

RS: Renell Simrau

Membership Co-chair & Archives Chair