

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