

National Association for Interpretation Region Four 2013-2014 Strategic Plan

"Inspiring leadership and advancing natural and cultural heritage interpretation as a profession"

<u>Goal</u>	<u>Strategy</u>	<u>Action Item</u>	<u>Assignee</u>	<u>Due Date</u>
Provide Quality Services that enhance professional skill development	Offer ongoing training opportunities	Schedule one training quarterly	JN, DP	2013-14
		Schedule a training at a non-traditional site	JM	5/13/2013
		Schedule a training for supervisors, managers	VB	4/13/2013
	Continue to offer strong, effective RIWs	Assess Costs and reduce where possible	JW	Ongoing
		Provide Alternatives to the workshop format	JW	Ongoing
		Offer a diversity of sessions/activities	JW	
Create a sense of community and opportunities for involvement	Provide a high quality newsletter	Communicate with regional reporters to assign stories, articles and reviews -100% participation	LF	Ongoing
		Get applicable committee reports in newsletter	LF	Ongoing
		4Thought article by grant or scholarship winner	MS	Ongoing
		Effectively use social media	Facebook, twitter logos on newsletter, website	RN
	Welcome new members	Provide postings to Facebook 2x/week	JV	Ongoing
		Link Facebook site to Twitter	JV	2/1/2013
		Develop a regional member welcome packet	BP	4/1/2014
		Welcome activities for new members at RIW	Mmbrshp C.	Ongoing
		Phone call to new members w/in 60 days	Mmbrshp C.	Ongoing
		Verify IMIS sends new member info to Chair	Mmbrshp C.	Ongoing
	Cultivate member involvement/relations	Highlight 1 new member 2x/yr in 4thought	MS	Ongoing
		Develop list of 1x tasks for member involvement	Volunteer C.	10/1/2013
		Promote informal gatherings of members	RL, NS	Ongoing
		Highlight 1 existing member 1x/yr in 4thought	MS	Ongoing
	Find and work to get lapsed members to renew	Create survey for members	JW	2/1/2013
		Acquire lapsed member lists from national	BP, RS	Ongoing
Contact lapsed members to extend renewal invitation		Mmbrshp C.	Ongoing	

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Promote the value/role of interp as a profession	Promote the value and role of interpreters to administrators	Promote and recognize our grants through administrative organization by asking our own committees to send info to administrators	MS	6/1/2013	
		Promote our grants to similar organizations and materials encouraging institutional mbrshp	JM	7/1/2013	
		Create a handout about value of interpretation	JC	10/1/2013	
		Collaborate with other organizations	Produce a list of other organizations w/ similar interests and visitors in Region 4	JM, JV	7/1/2013
			Publicize RIW and services with other orgs	JW	Ongoing
	Diversify our membership	Promote NAI at 2 non-NAI conferences/year	RS	3/1/2013	
		Work w/ national to produce a PPT slide to advertise NAI during presentations	TK	7/1/2013	
		Develop a regionally-focused brochure	BP	3/1/2013	
		Award 4 annual complementary memberships	Mmbrshp C.	3/1/2013	
		Identify target groups for recruitment	JV, JM	Ongoing	
Maintain strong regional structure	Align regional policy with national	Take an active role in forming national policy	TK, VB	Ongoing	
		Keep region 4 membership informed of national restructure/policy	TK	Ongoing	
	Periodically review organization structure for effectiveness	Continue strategic planning every 2 years	Board	1/1/2015	
		Review job descriptions	Board	1/1/2014	
		Reveiw policy manual in 2014	Board	1/1/2014	

Strengths: Workshops, networking, organizational strength, compact geography

Weaknesses: Making communication mechanics work effectively, mini-workshop vulnerability, lack of leadership trianing

Opportunities: Collaboration with other organizations, mulit cultural outreach, social media, new technologies, national input, IMIS

Threats: Increasing workloads, loss of EE at university level, lack of volunteers, solcial media options, the need to schedule workshops too early, reduction in travel funds, lack of student involvement

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