

NAI Region 4 Strategic Plan 2007-2008

Goal: Region 4 will promote the value and role of interpretation as a profession

Champion: Ginger Murphy and Julie Champion

STRATEGY: Promote the value and role of interpretation to administrators.

DUE:	ACTION STEPS:	WHO:
December 2007 NO UPDATE RECEIVED	Produce one article for publication in NPRA or other state associated administrative newsletters to demonstrate/provide relevant examples of the practical value of interpretation (dollars generated/saved, resource issues addressed, awards received, research info, etc.)	Marvin McNew (Partners/Advertising) and Haley Samuelson-Couchman
June 2007 NOT STARTED	Partner with at least one parks & recreation associations or similar organization per state to promote membership for Region 4 administrators.	Marvin McNew (Partners/Advertising) & Tanya Brock (Membership)
Spring 2008 NOT STARTED	Enter into discussions with at least one park & recreation association to identify joint projects or grants to benefit both organizations.	Marvin McNew (Partners/Advertising) and Ginger Murphy (Regional Director)

STRATEGY: Promote the value and role of interpretation to students.

DUE:	ACTION STEPS:	WHO:
Sept. 2008 NOT STARTED	Identify career day opportunities at colleges and universities across Region 4, create a master list, participate in at least one event each of two years and evaluate value.	Wil Reding (Student Involvement). <i>This one has not been done, we have talked about it but now must add it to the 2009-2010 strategic plan.</i>
July 2007 COMPLETED	Update the existing NAI overview PowerPoint presentation and distribute to members for use	Wil Reding (Student Involvement). <i>We have updated the existing NAI overview Power Point presentation and given it to over fifty members for their use. We shall continual to have copies made and ready for distribution.</i>
January 2008 IN PROGRESS	Partner with state and regional science, social studies, environmental and professional teaching organizations to promote NAI memberships, workshops and seasonal employment opportunities.	Wil Reding (Student Involvement). <i>We have done a little of partnering with state science teaching organization, MAEOE and Michigan Science Teachers conference, but will continue to do more in all of our region.</i>
January 2008 IN PROGRESS	Develop an article for FourThought that gives members encouragement and guidance in promoting interpretation as a profession with students of all ages, and tie this to distribution of the NAI 4 powerpoint presentation that they can obtain.	Wil Reding (Student Involvement). <i>We have had a flyer developed for members to reproduce and put up, showing what NAI is and has to offer.</i>
July-Sept 2007 COMPLETED	Evaluate the process for promoting and awarding student scholarships and grants.	Wil Reding (Student Involvement) and Andrea Haslage (Scholarships/Grants). <i>Andrea and I have looked at the process for promoting and awarding students scholarships and grants and felt it was ok the way it is.</i>

<p>April 2008 COMPLETED and ONGOING</p>	<p>Develop an RIW session for NAI student members to practice and receive feedback on their presentation skills.</p>	<p>Wil Reding (Student Involvement). <i>We are most proud with this one. Held our first “Student Presentations” at spring RIW. We had 4 students give a presentation and then receive feedback from a full room of Region 4 members. Another scheduled for the Feb. 2009 meeting.</i></p>
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STRATEGY: Promote the value and role of interpretation to the general public.

DUE:	ACTION STEPS:	WHO:
<p>December 2007 NOT STARTED</p>	<p>Develop 4 public service announcements/press releases related to NAI events and issues for broadcast within Region 4 states.</p>	<p>Deb Nofzinger (Publications)</p>
<p>July 2007 NOT STARTED</p>	<p>Develop media release templates for regional workshop attendance, mini-workshop attendance, scholarship/grant recipients, IPG recipients and award recipients and post on NAI 4 website for members to download and use, and ensure that their presence on the web is communicated to the membership.</p>	<p>Deb Nofzinger (Publications)</p>

Goal: Region 4 will promote the value and role of interpretation as a profession (continued)

Champion: Ginger Murphy and Julie Champion

STRATEGY: Promote the value and role of interpretation to other professional and civic organizations.

DUE:	ACTION STEPS:	WHO:
Summer 2008 NOT STARTED	Develop an article for FourThought that gives members encouragement and guidance in promoting interpretation as a profession to the general public.	Deb Nofzinger (Publications). <i>The opportunity did not arise due to the high volume of FourThought submissions.-KR</i>
September 2008 COMPLETED	Develop proposal to fund attendance to a parks & recreation administrators meeting/conference for an NAI member presenting a session related to the value of interpretation.	Andrea Haslage (Scholarships/Grants). <i>Grant has been advertised in Summer and Fall 2008 FourThoughts, no applications have been received yet. Applications are due 11/21/08.</i>
Spring 2008 NOT STARTED	Provide volunteer opportunities for other organization's members (Master Gardeners, scouting, H.S. community service) to be involved with NAI by writing an article for FourThought with examples of partnering with other groups/agencies.	Deb Nofzinger (Publications)

Goal: Region 4 will provide quality products and services responsive to our membership and profession as a whole.

Champion: Amy Roell and Deb Nofzinger

STRATEGY: Survey members on needed products that generate revenue through Ways and Means

DUE:	ACTION STEP:	WHO:
RIW 2007 – April 2007 COMPLETED	Conduct an E-mail survey on annual basis <ul style="list-style-type: none"> • Develop survey (both products and services) • Process results • Distribute survey • Incentive (if filled out and returned by certain date – name goes into drawing for association store certificate.) 	Tanya Brock (Membership). <i>There was no e-mail survey developed in 2007 for the RIW and I did not complete one for 2008. - LW</i>
January 2007 NOT STARTED	Find and use '05 Survey with updates; can help prepare for RIW '07	Ginger Murphy, Tanya Brock (Membership). <i>Susie has the '05 survey, but we don't believe it was ever re-issued – AR. It was not – may want to consider for next plan – GM.</i>

STRATEGY: Develop new products for sale.

DUE:	ACTION STEP:	WHO:
October, 2007 End of 2007 End of 2008 NOT STARTED	Research possibility for themed booklet prototype for interpretive book of short stories, anecdotes, experiences with visitors (something akin to a “Chicken Soup for the Interpreters’ Soul”) <ul style="list-style-type: none"> • Complete NAI cost benefit form. • Interpretive book-appoint editor and committee if approved • Interpretive book - Publisher/Story Compilation 	Julie Champion and Vicki Basman <i>I still support the idea of a themed booklet and I believe I could take that on beginning mid year 2009. I would like someone to champion it with me, maybe not Julie since she is the current chair and probably has no time! -VB</i>
End of 2007 NOT STARTED	Provide RIW Session synopsis/handouts as features in FourThought - Ask 2007 presenters to submit a sheet for inclusion in summer and fall issues.(June 10)	Frances Boyens (RIW 2007 Program Chair)
Optional for end 2007, mandatory for 2008 if feasible COMPLETE (NOT FEASIBLE)	CD tracks with video or audio of RIW sessions available for purchase <ul style="list-style-type: none"> • Research feasibility – do locations have ability to record? • Research Production costs • Research legalities • Research committee to do– in 2007 	2008 Workshop committee (Foster Brown, Ken Gober) <i>Talked to Ken Gober a year ago at NIW-he felt at this time this would not be feasible-would need enormous amount of equipment to do each session, all equipment would have to be compatible, many facilities we are in do not have the technology or set up to make this work. -JC</i>
January, 2008 IN PROGRESS (with modifications!)	Investigate possibility of producing “Naturalists do it Best in the Woods” T-shirts as a fund-raising project	Susie Edwards (Ways and Means Committee). <i>The one that I worked on before turning things over to Teresa was mugs with the new logo-SE. Offering shirts by order only sandstone with black ink for those who ride the busses to NAI regional. We are continuing cost analysis for ongoing sales of a region 4 shirt design – TR.</i>

STRATEGY: Make webpage current and interactive

DUE:	ACTION STEP:	WHO:
June, 2007 COMPLETED	Clarify with national office webmaster the capabilities and space available to regions/sections on the NAI website (members only section, registration e-mails surveys, download forms, community board.	Frances Boyens (Webmaster) <i>NAI has just updated servers. - RN</i>
Ongoing IN PROGRESS	Add new documents/information to the website within two weeks of receipt, and remove old material within 2 weeks of event completion.	Frances Boyens/Frank Doughman Webmaster) <i>Regularly in progress - RN</i>
January 1, 2008 COMPLETED	Coordinate the look of Region 4's website with the graphic design of FourThought for branding purposes.	Frances Boyens/Frank Doughman and Deb Nofzinger (Publications) <i>Completely revamped site in Nov-Dec 2007 – RN</i>

Goal: Region 4 will provide quality products and services responsive to our membership and profession as a whole (continued)

Champion: Amy Roell and Deb Nofzinger

STRATEGY: Provide continual improvement and relevant information in FourThought.

DUE:	ACTION STEP:	WHO:
Quarterly IN PROGRESS?	During the 2 years of the plan, each Region 4 board member or committee chair will ask (and follow up on) one other NAI 4 member to contribute an article to FourThought on a program, relevant topic, useful resource, etc. (Deb will need to divide this up for us.)	Deb Nofzinger (Publications) and all NAI 4 Board members. <i>Partially complete. Unsure if everyone asked someone to write an article or not. KR. (Note – no division/list was provided by publications that I’m aware of-GM).</i>
June, 2007 NOT STARTED	Evaluate current pricing for newsletter advertising and make appropriate changes.	Marvin McNew (Partners/Advertising) & Deb Nofzinger (Publications). <i>These items were going to be handled by the Partnership & Advertising Committee which was shelved at the January 2008 Board Meeting.</i>
Annually NOT STARTED	Generate funding to underwrite the cost equivalent to at least one newsletter annually with advertisements and sponsorships.	Marvin McNew (Partners/Advertising)
September 2007 NOT STARTED	Place ads in the college/university newsletters to promote NAI, membership and help sell DVDs.	Marvin McNew (Partners/Advertising)

Goal: Region 4 will provide professional development opportunities for interpreters.

Champion: Robin Dungan and Julie Champion

STRATEGY: Enhance and improve workshop opportunities

DUE:	ACTION STEP:	WHO:
RIW April 2007 COMPLETE	Develop standard postcard to distribute in packets/at registration/at meals at current RIW to find possible presenters and topics for next year's workshop.	Julie Champion. <i>Did at the 2007 Regional –only received one postcard back Because not successful-did not do in 2008-JC</i>
Fall 2007 NOT STARTED; RE-EVALUATE	Develop a proposal for funding an incentive to encourage RIW presenters (and let this be known at RIW and on call for presenters).	Julie Champion & RIW 2008 committee. <i>Discussed with RIW 2008 committee in March 2007, this was already too late to do anything for 2008-call for presenters, etc. already out. The committee also was not all in agreement that the region should offer this. I think this requires more discussion and if we still want to pursue I think give future committee background and examples of how to do this.-JC</i>
By Dec, 2007 & Dec, 2008 NO UPDATE AVAILABLE	Conduct at least 4 mini workshops per year and encourage co-sponsorship with existing agencies and venues	Robin Dungan (Training/Member Services)
May, 2007 NO UPDATE AVAILABLE	Assign a mini workshop committee member to specifically work on promoting workshops by e-mail, newsletters, or websites.	Robin Dungan (Training/Member Services)

STRATEGY: Provide opportunities to learn more about certification

DUE:	ACTION STEP:	WHO:
April 2008 COMPLETED	Implement a mentorship program that matches certified members with those beginning certification	Andrea Haslage. <i>Worked with Rich Niccum to get certified R4 members' information on website so those pursuing certification can contact them if needed. Personally spoke with members as they received grants so they knew about this resource.</i>
April 2008 COMPLETED	Offer a session at RIW 2008 about certification.	Andrea Haslage (or designee). <i>Spring 2008 with Leslie Witkowski, Rich Niccum, Jen Wright</i>

STRATEGY: Increase communication to promote professional development opportunities.

DUE:	ACTION STEP:	WHO:
COMPLETED	Promote existing national listserv/member discussion area	Frances Boyens(Webmaster) <i>Have provided a link to National's website. RN</i>
2-4x year for FourThought	Provide at least one article annually in FourThought that focus attention on leadership skills, management techniques, "how to" programs, exhibit development/planning, etc.	Lise Schools (write one or coordinate this for Deb?)
January, 2008 IN PROGRESS	Investigate a membership – only segment on our website for professional development articles, resources and information.	Frances Boyens(Webmaster) <i>I actually missed seeing this. Not completed in its entirety but have added a link section to other agencies and resources. Can add this fairly easily in 2009. RN</i>
June, 2007 COMPLETED	Encourage members to submit information about non-NAI training opportunities for newsletter and other sources (note: there is a fee for including a registration flier for non-NAI sponsored events)	Deb Nofzinger (Publications) &Regional reporters; Robin Dungan (Training/Member Services). <i>An advertising blurb was placed in the FourThought, but none were ever submitted. Most of these opportunities went into the monthly NAI Now.KR</i>

Goal: Region 4 will recruit new members and broaden diversity within the membership.

Champion: Tanya Brock and Marquita Manley

STRATEGY: Reenergize membership and draw lapsed members back into the organization.

DUE:	ACTION STEP:	WHO:
Spring 2007 or Fall 2007 COMPLETED	Develop and conduct phone or e-mail survey of members and past members to evaluate services and answer questions	Tanya Brock (Membership). <i>The students at NMU completed a membership survey for us. We received the results 12/07. - LW</i>
Summer, 2007 COMPLETED	Evaluate complimentary membership program and consider adding more	Tanya Brock (Membership). R4 <i>offered 19 complimentary memberships in 2008 with the funds left-over from the 40/50 membership drive. -LW</i>
Spring, 2007 COMPLETED	Develop and advertise a short-term membership incentive program (i.e., 50/50 program)	Tanya Brock (Membership). <i>Tanya developed a 40/50 program in 2007. 13 participated. Since allotted \$1,500 was not completely used for this incentive, an incentive was conducted in 2008. This short-term program was full membership at the Prof. Basic level. 19 participated. All \$ allotted was used. -LW</i>

STRATEGY: Involve more students in NAI Region 4.

DUE:	ACTION STEP:	WHO:
Sept. 2008 IN PROGRESS?	Develop list of professors, universities, and recruitment fairs.	Wil Reding (Student Involvement). <i>Committee and I called current list for scholarships/grants and got as much info updated as possible. Turned list over to St.Involvement in 2008. List has not been changed that I know of since initial updates in 2007-AH</i>
July 2007 NOT STARTED	Evaluate complimentary membership program and consider adding more for students	Wil Reding (Student Involvement) and Tanya Brock(Membership)
June 2008 NOT STARTED?	Coordinate and promote a master list of internships that are available in NAI 4 through member agencies.	Wil Reding (Student Involvement), Deb Nofzinger(Publications); Frances Boyens (Webmaster) <i>Not sure -have not received a list to promote in the FourThought.-KR</i>

STRATEGY: Promote memberships with new audiences/organizations.

DUE:	ACTION STEP:	WHO:
Spring 2007 COMPLETED	Develop and advertise a short-term membership incentive program (i.e., 50/50 program)	Tanya Brock (Membership). <i>See above - LW</i>
Summer 2007 NOT STARTED	Evaluate complimentary membership program and consider adding more	Tanya Brock (Membership). <i>The region offered 19 complimentary memberships in 2008 with the funds that were left-over from the 40/50 membership drive program.-LW</i>
Winter 2007/2008 NOT STARTED	Identify other organizations of professionals who should be invited regularly to participate in NAI RIWs and miniworkshops and produce a list that workshop committees can use for contacts. (ie. museums, zoos, historic sites, etc.)	Tanya Brock (Membership) and Marvin McNew (Partners/Advertising)

**Goal: Region 4 will welcome and integrate all members into NAI activities and leadership roles.
Champions: Diantha Martin and Pete Stobie**

STRATEGY: Get new members involved in the organization quickly.

DUE:	ACTION STEP:	WHO:
Fall 2007 IN PROGRESS?	Develop process/form for collecting information/interests for new members	Tanya Brock (Membership). <i>This is kind of done during the business meeting at the RIW when members have to go around and find out about the different committees. They then will list what interests in the different committees that they have. That list is then compiled by the Secretary and distributed to committee chairs. No "official form" has been developed though.-LW</i>
Winter 2007/2008 NOT STARTED; RE-EVALUATE	At least one new member highlighted in each FourThought	Tanya Brock (Membership). <i>Not completed. We already have a Meet a Member section in the FourThought. Is it worth the space in the newsletter to have two?-LW</i>
Spring, 2008? COMPLETED	Hold information meeting for new members at regional (give out ribbons here)- possibly food/reception at RIW/NIW	Tanya Brock (Membership) and Workshop Committee. <i>A "game show" format, Are You Smarter than a New Member, was used at the RIW in '08 to meet new members as well as learn a little bit more about the Region. New members were also able to attend the Leave a Trace informational meeting. Nothing was done for the 2008 NIW.-LW</i>
Spring 2008 NOT STARTED	Develop a process to assign individual mentors for new members and promote this effort.	Tanya Brock (Membership).

STRATEGY: Keep current members actively involved in the organization.

DUE:	ACTION STEP:	WHO:
February, 2007 NOT STARTED	Spearhead meeting (at NIW or conference call) with NAI membership staff for regional directors, sectional directors and membership committees.	Ginger Murphy. <i>Meeting or tx requested but no follow through with national – larger issues prevailed at the time. -GM</i>
Ongoing COMPLETED	Highlight committee work and needs (at least one per quarter) in FourThought and monthly e-newsletter	Deb Nofzinger (Publications) and Committee Chairs, Ginger Murphy. <i>Each issue of the FourThought contains one or more committee reports with activity updates, announcements and calls for committee members. KR</i>
April, 2007 (RIW) NOT STARTED	Develop and coordinate an improved process for getting people who want to volunteer involved in some way within 2 weeks of their offer to assist.	Ginger Murphy

STRATEGY: “Growing” leadership

DUE:	ACTION STEP:	WHO:
February, 2007 COMPLETED and ONGOING	Develop and produce a short monthly e-newsletter to all members	Ginger Murphy and Executive Board. <i>Ginger did this well, Julie not each month. Still a good action plan. Each month was difficult for me-I may be able to do every other month.</i>
April 2007 COMPLETED; RE-EVALUATE	Evaluate present leadership forum for content and value and modify to improve participation.	Ginger Murphy & Julie Champion. <i>Worked well in 2007, 2008 not as big of attendance about 6-7 people. It was offered same time as hikes around the facility. There is a constant struggle to have the workshop committee fit this in when there is not other activities. It is usually forgotten in the schedule and then when noted it must be added, it is hard to find a slot with no other activities. Could use more discussion and evaluation on format and fitting this in the workshop schedule.</i>
Spring 2007 COMPLETED	Evaluate pincentive program for effectiveness and value.	Tanya Brock. <i>The pincentive program will be retired at the end of 2008. Since the programs conception in 2002, over 60 members have participated in this program.-LW</i>
Fall 2007 NOT STARTED	Develop improved timeline for selecting new committee chairs earlier to provide overlap with old chairs for training purposes.	Ginger Murphy & Julie Champion,