

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	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	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	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	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)
July 2007	Update the existing NAI overview PowerPoint presentation and distribute to members for use	Wil Reding (Student Involvement)
January 2008	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)
January 2008	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)
July-Sept 2007	Evaluate the process for promoting and awarding student scholarships and grants.	Wil Reding (Student Involvement) and Andrea Haslage (Scholarships/Grants)
April 2008	Develop an RIW session for NAI student members to practice and receive feedback on their presentation skills.	Wil Reding (Student Involvement)

STRATEGY: Promote the value and role of interpretation to the general public.

DUE:	ACTION STEPS:	WHO:
December 2007	Develop 4 public service announcements/press releases related to NAI events and issues for broadcast within Region 4 states.	Deb Nofzinger (Publications)
July 2007	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.	Deb Nofzinger (Publications)

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	Develop an article for FourThought that gives members encouragement and guidance in promoting interpretation as a profession to the general public.	Deb Nofzinger (Publications)
September 2008	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)
Spring 2008	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	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)
January 2007	Find and use '05 Survey with updates; can help prepare for RIW '07	Ginger Murphy, Tanya Brock (Membership)

STRATEGY: Develop new products for sale.

DUE:	ACTION STEP:	WHO:
October, 2007 End of 2007 End of 2008	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
End of 2007	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	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)
January, 2008	Investigate possibility of producing “Naturalists do it Best in the Woods” T-shirts as a fund-raising project	Susie Edwards (Ways and Means Committee)

STRATEGY: Make webpage current and interactive

DUE:	ACTION STEP:	WHO:
June, 2007	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)
Ongoing	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)
January 1, 2008	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)

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	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
June, 2007	Evaluate current pricing for newsletter advertising and make appropriate changes.	Marvin McNew (Partners/Advertising) & Deb Nofzinger (Publications)
Annually	Generate funding to underwrite the cost equivalent to at least one newsletter annually with advertisements and sponsorships.	Marvin McNew (Partners/Advertising)
September 2007	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	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
Fall 2007	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
By Dec, 2007 & Dec, 2008	Conduct at least 4 mini workshops per year and encourage co-sponsorship with existing agencies and venues	Robin Dungan (Training/Member Services)
May, 2007	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	Implement a mentorship program that matches certified members with those beginning certification	Andrea Haslage
April 2008	Offer a session at RIW 2008 about certification.	Andrea Haslage (or designee)

STRATEGY: Increase communication to promote professional development opportunities.

DUE:	ACTION STEP:	WHO:
	Promote existing national listserve/member discussion area	Frances Boyens(Webmaster)
2-4x year for FourThought	Provide at least one article annually in FourThought that focus attention on such items as leadership skills, management techniques, "how to" programs, exhibit development/planning, etc.	Lise Schools (write one or coordinate this for Deb?)
January, 2008	Investigate a membership – only segment on our website for professional development articles, resources and information.	Frances Boyens(Webmaster)
June, 2007	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)

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	Develop and conduct phone or e-mail survey of members and past members to evaluate services and answer questions	Tanya Brock (Membership)
Summer, 2007	Evaluate complimentary membership program and consider adding more	Tanya Brock (Membership)
Spring, 2007	Develop and advertise a short-term membership incentive program (i.e., 50/50 program)	Tanya Brock (Membership)

STRATEGY: Involve more students in NAI Region 4.

DUE:	ACTION STEP:	WHO:
Sept. 2008	Develop list of professors, universities, and recruitment fairs.	Wil Reding (Student Involvement)
July 2007	Evaluate complimentary membership program and consider adding more for students	Wil Reding (Student Involvement) and Tanya Brock (Membership)
June 2008	Coordinate and promote a master list of internships that are available in NAI 4 through member agencies.	Wil Reding (Student Involvement), Deb Nofzinger (Publications) and Frances Boyens (Webmaster)

STRATEGY: Promote memberships with new audiences/organizations.

DUE:	ACTION STEP:	WHO:
Spring 2007	Develop and advertise a short-term membership incentive program (i.e., 50/50 program)	Tanya Brock (Membership)
Summer 2007	Evaluate complimentary membership program and consider adding more	Tanya Brock (Membership)
Winter 2007/2008	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	Develop process/form for collecting information/interests for new members	Tanya Brock (Membership)
Winter 2007/2008	At least one new member highlighted in each FourThought	Tanya Brock (Membership)
Spring, 2008?	Hold information meeting for new members at regional (give out ribbons here)- possibly food/reception at RIW/NIW	Tanya Brock (Membership) and Workshop Committee
Spring 2008	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	Spearhead meeting (at NIW or conference call) with NAI membership staff for regional directors, sectional directors and membership committees.	Ginger Murphy
Ongoing	Highlight committee work and needs (at least one per quarter) in FourThought and monthly e-newsletter	Deb Nofzinger (Publications) and Committee Chairs, Ginger Murphy
April, 2007 (RIW)	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	Develop and produce a short monthly e-newsletter to all members	Ginger Murphy and Executive Board
April 2007	Evaluate present leadership forum for content and value and modify to improve participation.	Ginger Murphy & Julie Champion
Spring 2007	Evaluate incentive program for effectiveness and value.	Tanya Brock
Fall 2007	Develop improved timeline for selecting new committee chairs earlier to provide overlap with old chairs for training purposes.	Ginger Murphy & Julie Champion