

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 students and academia.

DUE:	ACTION STEPS:	WHO:
Summer 2009	Write an article for FourThought that provides ideas for promoting interpretation as a profession with students of all ages. Tie this to distribution of the NAI 4 powerpoint presentation.	Wil Reding, Student Involvement
Summer 2009	Establish 2 complimentary memberships for college students.	Wil Reding, Student Involvement
Fall 2009	Identify a student reporter to write or solicit articles from other students for FourThought.	Wil Reding, Student Involvement
Fall 2009	Create a flyer on the profession/NAI to take to high schools for career days.	Wil Reding, Student Involvement
2009, 2010	Continue to partner with state/ regional science, social studies, environmental and professional teaching organizations to promote NAI memberships, workshops and seasonal employment opportunities.	Wil Reding, Student Involvement
2010, 2011	Continue RIW session for NAI student members to practice and receive feedback on their presentation skills.	Wil Reding, Student Involvement, and RIW Program Chairs
March 2010	For each RIW, have a professor from an EE/Outdoor Ed/Interp Program provide a session. In trade for that session, Reg 4 provides a workshop registration for a student from that college.	RIW Program Chairs

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

DUE:	ACTION STEPS:	WHO:
September 2009	Fund attendance to a parks & recreation administrators' meeting/conference for an NAI member presenting a session related to the value of interpretation. Increase promotion in FourThought and Website.	Andrea Haslage, Scholarships/Grants
Summer 2010	Offer a one-day workshop on some aspect of interpreters and managers working together. Co-host with State Park and Recreation Associations.	Ginger Murphy
December 2009	Produce an article for publication in NPRA or other state organization newsletter related to the value of interpretation.	Evie Kirkwood

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STRATEGY: Promote the value and role of interpretation to non NAI Members.

DUE:	ACTION STEPS:	WHO:
December 2009	Develop 4 public service announcements/press releases related to NAI events and issues for broadcast within Region 4 states, and on the web.	Jamie Krupka, Publications
December 2009	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. (Recipients can download and send to local media.)	Jamie Krupka, Publications
March 2010	Review RIW manual and include recommendations to program chairperson to include at least one non-NAI member presented session.	Jen Wright and Doug Wright, 2010 Program Chairs
March 2010	Invite State Tourism Board official to speak at RIW	Jen Wright and Doug Wright, 2010 Program Chairs
Spring 2010	Provide article in FourThought on partnering with local tourism bureaus	Cem Basman ?

Parking Lot:

- Revise required number of students to begin a student chapter. Requires a change in NAI bylaws. Note: min is 25 members (not just student members)
- Invite High School Students interested in this career to a RIW for professional exposure.

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

Champion:

STRATEGY: Research and develop new products for sale.

DUE:	ACTION STEP:	WHO:
June 2009	Survey members, using Survey Monkey or other online service, for possible sales products and services and offer rewards for any that are chosen.	Teresa Rody, Ways and Means and Leslie Witkowski, Membership Chair, Rich Niccum, Webmaster
Dec 2009	Investigate selling advertisement on our regional website.	Teresa Rody Ways and Means
2009 and 2010	Search for two useful, sustainable products to market during the next two years, using unique sources for them, and unique sales methods for those products.	Teresa Rody, Ways and Means

STRATEGY: Communicate Region 4 services to members

DUE:	ACTION STEP:	WHO:
February 2009	Develop a monthly schedule compatible with national's "NAI Now" for Region 4 E Blasts on timely matters.	Julie Champion, Director; Jen Wright, Secy – Tim Krynak, Deputy Director.
February 2009	Work with national office to assure that all Region 4 members with E-mail access have their current E-mail addresses on record with national NAI office. (what percentage of members do not have/ use email, or have checked the no – email box?)	Leslie Witkowski, Membership chair
Late 2009	Redesign and fabricate new Region 4 display, for use at both regional and national workshops.	Amy Roell, Ways and Means
December 2009	Communicate to members that all inserts and nominations are now on-line. Create necessary forms that can be completed and submitted on line (e.g. for awards...).	Rich Niccum, web master – using submissions from all workshop and committee chairs.

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STRATEGY: Enhance and improve effectiveness/efficiency of FourThought.

DUE:	ACTION STEP:	WHO:
Summer 2009	Work with national NAI to develop a method to put FourThought on website- for members only access.	Julie Champion, Director Rich Niccum, Webmaster
Ongoing	Get FourThought back on schedule, honor existing deadlines for FourThought	Jamie Krupka, Publications
2010, 2011	Develop next two interpretive booklets to focus on <i>core natural and cultural history</i> topics.	Jamie Krupka, Publications

Parking Lot:

- Invite groups to speak at RIW or mini-workshops, groups such as master gardeners, etc.
- Create RIW proceedings CD with write-ups as NIW does. Sell and give away. OR, put RIW proceedings on the web
- Host a booth at IPRA, HASTI, and other relevant professional organization conferences.

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

Champion: Robin Dungan, Pete Stobie

STRATEGY: Enhance and improve workshop opportunities

DUE:	ACTION STEP:	WHO:
Dec 2009 and 2010	Host one mini workshop in each state/province not hosting an RIW that year. Min of 3 min-workshops/yr	Robin Dungan (Training-Member Services)
March 2009	RIW Program chair send all presenter information to Training and Member Services Chair to glean speakers/topics for mini-workshop. Include protocol in RIW manual.	Tim Krynak/Deputy Director
RIW 2009, RIW 2010	RIW program committee should include sessions presented by field experts in the area of natural and cultural history (e.g., professional entomologist, etc) Min, 2 nat/2 cult history	2010, Jen Wright, Program Chair 2011, RIW program chair; Tim Krynak
Dec 2009, Dec 2010	Offer a min of one management/leadership session at RIW. Offer mini-workshop on topic.	2010, Jen Wright, Program Chair 2011, RIW program chair Robin Dungan (Training-Member Services)

STRATEGY: Provide opportunities to learn more about certification

DUE:	ACTION STEP:	WHO:
RIW 2010, 2011	Offer concurrent session on RIW on information and value of certification	Andrea Haslage (Scholarship and Grants chair); RIW program chair
Dec 2009	Promote certification trainings occurring throughout the region on the website and in FourThought. (This info can be found on NAI national website)	Pete Stobie gather info and provide to Rich Niccum, webmaster

STRATEGY: Increase communication to promote professional development opportunities.

DUE:	ACTION STEP:	WHO:
Monthly, ongoing	Send e-blasts – 1 mos prior to mini-workshop registration deadline.	Robin Dungan to write (Training-Member Services); Julie Champion (Director) to post
April 2009	Post testimonials and photos of RIWs and minis on the website, to generate interest in Region 4 training opportunities	RIW program committee, Robin Dungan (Training-Member Services); Rich Niccum, webmaster
Dec 2010	Promote non-NAI professional development opportunities on the web	Fred Wooley (?) seek out info and deliver to Rich Niccum, webmaster to post

Parking Lot:

- Create on-line proceedings of RIW sessions;
- Create list of presenters by state for on-going database
- Create a “why is certification important”t flyer targeting agency-EE directors. (Check with national to see if flyer is available.)
- Make podcast/videoclips of RIW/mini-workshop available.

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

Champion: Leslie Witkowski

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

DUE:	ACTION STEP:	WHO:
Dec 2009	Design comp membership program for lapsed members, funded by Region 4.	Leslie Witkowski, Membership Chair
2010	Give away 1-2 comp memberships to lapsed members	Leslie Witkowski, Membership Chair

STRATEGY: Involve more students in NAI Region 4.

DUE: ACTION STEP:

WHO:

See goal page 1

STRATEGY: Promote memberships with new audiences/organizations.

DUE:	ACTION STEP:	WHO:
July 2009	Promote NAI trainings to non-traditional agencies (eg, museums, zoos, CVBs)	Robin Dungan (Training-Member Services)

Goal: Region 4 will welcome and integrate all members into NAI activities and leadership roles.
Champions:

STRATEGY: Get new members involved in the organization quickly.

DUE:	ACTION STEP:	WHO:
2009	Develop form and procedure to collect information and interests from new members	Leslie Witkowski, Membership Committee
Spring 2009	Twice a year, highlight one new member in FourThought or on web site.	Leslie Witkowski, Membership Committee; Jamie Krupka, Publications
Spring 2009	List new members on the web site	Leslie Witkowski, Membership Committee; Rich Niccum web master
Spring 2010	Design process to assign mentors to new members and implement this program	Membership committee
RIW 2010	Hold informational meeting/reception for new members at RIW	Leslie Witkowski, Membership Committee

STRATEGY: Keep current members actively involved in the organization.

DUE:	ACTION STEP:	WHO:
Feb 2009	Develop and coordinate an improved process for getting potential volunteers contacted within 1 month of their offer to assist.	Julie Champion, Director, and Secretary, Jen Wright
Mar 2010	Post a checklist of ways to get involved in Regional activities on the web site (based on old Pincenive list)	Julie Champion, Director, Leslie Witkowski, Membership Chair; Rich Niccum, web master
Summer 2009	Create page on social networking site (e.g. Facebook) to keep members involved and informed	Haley Samuelson-Couchman
RIW 2010	Invite retired members to host "Story Hour" or panel session at RIW to share reflections of interpretation in the past	Pete Stobie, Fred Wooley

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STRATEGY: “Grow” leadership

DUE:	ACTION STEP:	WHO:
Feb 2009 and Feb 2010	Evaluate present Leadership Forum for content and value and modify to improve participation.	Julie Champion, Director; Tim Krynak, Deputy Director
RIW 2009	Develop alternate method of sharing leadership opportunities at RIW with members (i.e, chairs sitting with members at meals)	Julie Champion, Director
Fall 2009	Develop improved timeline for selecting new committee chairs earlier to provide overlap with old chairs for training purposes.	Julie Champion, Director; Tim Krynak, Deputy Director

Parking Lot:

- Coordinate annual conference call focused on membership needs/issues/growth with all Region and Section Directors, Membership chairs and NAI staff
- Send out press releases to local media following all awards and scholarships

**Goal: Region 4 will use and promote environmentally sustainable practices when possible.
Champions: Jen Wright**

Strategy: Use environmentally sustainable practices in workshop operations and promotions.

May 2009	Create list of workshop related sustainable practice guidelines for mini-workshops and RIW and incorporate into planning manuals. (See draft list below) (check with national office to see what protocols they use.)	Jen Wright, RIW Program Chair; Robin Dungan, Training/Member Services; Tim Krynak, Deputy Director
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- Evaluate Regional transport bus (i.e. Ontario) and consider for future RIWs or National Workshops
- Promote carpooling to workshops/trainings
- Encourage presenters to reuse paper for handouts, or offer handouts via email/CD or thumb drive
- Use green facilities for workshop locations and/or work with site to promote green practices during workshop (and beyond)
- Put all applications for grants, scholarships, comp memberships, etc on web or distribute electronically
- Practice “localvore” – eat locally obtained foods at workshops

Strategy: Purchase sustainable products

January 2009	Every workshop-related printed piece will contain a minimum of 75% post consumer content. Incorporate this procedure into Regional Operations manual and RIW planning manual.	Jamie Krupka, Publications, Tim Krynak, Deputy Director
January 2010	Develop sustainability guidelines for purchasing products used and sold by region. (check with national office to see what policies they have in place.)	Teresa Rody, Ways and Means

Strategy: Use electronic media

January 2010	Create document with a list of sustainability ideas agencies could use to become for energy efficient and post on-line.	Haley Samuelson-Couchman, Jen Wright
Jan 2010	Move to paperless registration booklets/forms. Send postcards to all Region 4 members alerting them to go to web site for registration materials.	RIW and Mini-workshop chairs; Jamie Krupka, Publications

Parking lot: Develop list of regional businesses that use sustainable products (probably out of our capabilities?)