



Region 9 – Sierra Pacific Region Strategic Plan for 2010-2013

The mission of the National Association for Interpretation is to inspire leadership and excellence to advance natural and cultural interpretation as a profession. NAI Region 9 complements the national organization's mission by providing regional services and opportunities for a diverse membership from Northern Nevada, Northern California, Hawaii, and Pacific islands.

Overall Strategy of the Region: Maintain an active and energetic membership by providing efficient, effective, and professional membership services.

Goal One: Recruit and Retain an Active Membership

- Actively pursue non members by working with state/provincial coordinators to gather contact information on prospective new members. Provide non-members who attend a workshop with a six month trial membership at a cost of \$25.00 as require by NAI.
- Work with state/provincial coordinators to become acquainted with similar organizations (state-specific or regional) in order to network, attract new members, and/or conduct professional workshops.
- Partner where possible with sections in all regional activities.
- Promote NAI as a training resource and promote NAI's certification program through Westwinds, website, at regional workshops, and other meetings.
- Establish a Membership Committee to focus on retention, recruitment, and the college connection.
 - Establish three leads of the Membership Committee; a Retention Chair, a Recruitment Chair, and a Student Chair
 - Retention Chair
 - Contact members whose membership is about to expire

- Contact members whose membership expired more than six months prior
 - Work with veteran members within NAI Region 9 to serve as mentors for new members, providing occasional contacts and information to assist with professional development and enhanced “customer” service.
- Recruitment Chair
 - Actively works with the Scholarship Chair to seek potential members.
 - Actively works with the Scholarship Chair to create and maintain a database of current college instructors in related fields for connections, networking, recruitment, and workshops.
 - Attends various meetings and conferences to promote NAI Region 9 for recruitment purposes.
 - Student Chair
 - Actively works with the Scholarship Chair to maintain a database of current college instructors in related fields for connections, networking, recruitment, and scholarship opportunities, and workshops.
 - Attends student activities on campus and off campus in local areas to promote student involvement and recruitment.
- Design a recruitment plan that targets students; one that promotes the value of NAI and the importance of membership in the organization. Reduce fees for students to attend regional workshops.
 - Develop an outreach program, possibly using mentors to visit under represented agencies and areas in the Region as well as interns to visit universities and local colleges.
 - Create a new Mentoring Chair position to champion the following programs:
 - Develop and mentor new leadership at the regional and national level through a mentor support program. Include access to other members as a resource and assistance in program development and staff training.
 - Develop a proactive mentor support program. Include access to other members as a resource and assistance in program development and staff training. Pair new interpreters with older interpreters.
 - Develop a program that would involve retired interpreters in the promotion of the organization and in the presentation of training opportunities.
 - Recruit for new Pacific Island Chair to represent Region on the islands and to seek interest in developing a Pacific Island workshop.

- Continue to provide the complimentary memberships (2) to attract new members yearly. One membership to an interested party and the other for an agency/organization that is potentially unaware of NAI and its benefits.
- Continue to identify membership needs through surveys and personal contact.
- Continue to identify and announce membership benefits including:
 - Scholarships for regional and national workshops as well certification programs
 - Monthly news about upcoming events and workshops
 - Two complimentary memberships offered per year
 - Participation in weekly blogs posted on the NAI web site
 - Mentorship programs
 - Reduce training fees for students
 - Using NAI certification programs as a training resource

Goal Two: Provide Accurate and Timely Communication to Region 9 Members

- Continue to produce four (4) issues of Westwinds quarterly to be distributed electronically to all regional members, NAI national office staff, and NAI national board of directors.
 - Article submission deadlines to be February 1st, May 1st, August 1st, and November 1st.
- Examine use and trends of webinars for future use in training and networking.
- Utilize and increase the use of social media/networking in communications with the regional members.
- Every quarter the Regional Leadership Team (Officers, Membership Chairs, and Scholarship Chair) will send an update to the Westwinds Editor on their status and activities by the newsletter submission deadline.
- Continue to recognize regional facilities and individuals within the interpretive profession.
- Expand website to feature more documents and photos.
- Post past issues of the newsletter on the website after the most current issue has been electronically distributed to the membership.
- Continue to work with membership to submit articles, photos, and items for Westwinds.

- Continue to gather updates of current news for Westwinds from the Regional Officers and Committee Chairs.
- Continue to promote NAI Now as well as NAI blogs to members.

Goal Three: Promote Region 9 Workshops and Activities

- Deputy Director will identify, propose, and coordinate workshop location(s) for next calendar year.
 - Identify next year's location before the current year's workshop.
- Promote regional workshops using the most efficient and productive networking methods.
 - Promote upcoming annual workshop dates, locations, costs, and other associated details in the winter / spring issue of the regional newsletter each year.
 - Promote workshop information on regional website.
- Attract and include students by reduced workshop fees at each regional workshop.
- Seek out agencies and members to host one day workshops and or open houses for members throughout the year.
- Work with state/provincial coordinators in promoting workshop information in local newsletters and agency communications.
- Create a workshop manual template to be used by workshop committees
- Have a competent former Deputy Director to serve on the workshop committee as an advisor for support.
- Continue to host CIG or CIT sessions annually within the Region when available.
- Partner with Sections in regional activities when possible; send current event schedule to Section Directors.
- Partner with neighboring Regions in activities when possible; send current event schedule to Regional Directors.

Goal Four: Promote the Regional Scholarship Program

- Provide scholarships to regional members to attend workshops and trainings as approved by the Scholarship Committee.
 - Scholarships will be provided to any Region 9 meeting who is in good standing who demonstrates financial need. When two scholarships are

offered for any one event, provide one for a member at large and one student.

- Provide scholarships to attend annual regional workshops.
 - Provide scholarships to attend the NAI National Workshop.
 - Provide one scholarship per year to support the registration fee for a regional member to attend an NAI Certification Course.
- Announce scholarship opportunities and application guidelines at various times throughout the year. In each issue of Westwinds announce updates regarding scholarship opportunities.
 - Scholarship Chair will provide a report to the board and attending members of the regional workshop and the NAI National Workshop Region 9 Meeting.
 - Publicize and highlight scholarship recipients on the regional website upon the conclusion of each event where scholarships have been granted.
 - Scholarship Chair provides Regional Officers with reports and updates so that the Directors Report is kept current when submitted to the NAI National Office.
 - Scholarship Committee identifies methods to advertise scholarship opportunities and the scholarship auction for inclusion in the planning of the regional workshop, and in publications and announcements for the workshop prior to registration or information being published.

Goal Five: Maintain an Effective, Energetic, Optimistic Leadership Council Throughout Region 9 and Report on Activities to Membership

- Assure strong representation of Region 9 in the RLC, and other NAI national efforts as appropriate by providing interested members opportunities to take part in the regional decision-making process.
- Conduct two Regional Leadership Team meetings per calendar year in order to initiate and implement regional business, as well as inform the membership accordingly; one to be held at the regional spring workshop and one at the NAI National Workshop.
- Conduct two additional phone meetings of the Regional Officers in the remaining two quarters of the year.
- Be proactive in the creation of task force(s) and other assignments that allow members more opportunities for regional involvement.
- Ensure that the regional strategic plan is revised every two to three years and the most recent former Director serves as a sponsor of the plan.

- Monitor and evaluate involvement by leadership council members and modify position(s) accordingly.
- Provide regional director semi-annual reports in July and December of each calendar year to the NAI National Office.
- Regional Officers and Committee Chairs provide updates of current news in regards to their position and activities for Westwinds and for NAI Now.

Goal Six: Provide an Effective Elections Process within Region 9.

- Select a regional nominations and elections committee by April of the year that elections are to take place.
 - Ensure that this group has appropriate guidance and information relating to possible election candidates.
 - Ensure that this group actively seeks out candidates during the summer season of each calendar year.
 - Ensure that the election ballot identifies at least two candidates for each available position.
 - Ensure that the election ballots are sent to members during the month of October in the years that elections are held. Work with the NAI National Office toward improving membership involvement by continuing to offer electronic ballots.
 - Ensure that the election ballots are tabulated before the NAI National Workshop of each election year, along with notifying the national elections chairperson with the certified results by November 1.

Goal Seven: Expand Budgetary Guidelines and Financial Planning for Region 9

- Generate sufficient funds to provide for two years of operating costs (approximately \$25,000) in order to ensure ability to award scholarships and provide membership services.
- Increase scholarship budget to allow for sufficient funds to provide scholarships for a two year period (this should require maintaining a balance of at least \$1-2,000) in the scholarship sub account (tracked at the Regional level only).
- Promote and encourage mini grant applications of up to \$250 per current grant amount. This grant program is supported by the Havasi Foundation with recurring amounts when needed. Maintain separate account for these funds for annual reporting purposes.
- Coordinate between the Treasurer, Workshop Chairs, and NAI National Office to maintain fiscal accountability to current standards.

- Report all sales to the Treasurer in a timely manner for annual income tax filing to comply with California seller's permit requirements.

Goal Eight: Establish and Meet Fundraising Goals

- Identify, locate, and secure an inventory of regional-specific products from each state/province during the calendar year.
- Identify an inventory of products or services that are regionally specific which can be sold during workshops to garner additional revenue.
- Work with interested regional members to secure appropriate products and make them available for the regional workshops.
- Work with the regional webmaster to research the ability to highlight the appropriate products online and craft an ordering form for future electronic purchases.

Goal Nine: Recognize Outstanding Interpreters and Programs within Region 9

- Continue to provide awards on an annual basis in association with regional workshops.
- Ensure that existing regional awards remain consistent with national awards.
- Include nomination information within the fall and winter issues of the regional newsletter each year.
- As necessary, submit regional award recipient(s) information to the national awards committee, following national guidelines and nomination procedures.
- Recognize and promote recipients within 30 days upon announcing awards at regional workshops.
- Submit press release(s) to recipients' local media and other associated professional newsletters.
- Publish award recipients' information in the summer issue of the regional newsletter each year.