

Region 9 – Sierra Pacific Region Strategic Plan

September 1, 2006 – December 31, 2008

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 this mission by providing regional services and opportunities for a diverse membership from Northern Nevada and Northern California to Hawaii and the Pacific islands.

Goal 1: Maintain an Active and Energetic Membership by providing Efficient, Effective, and Professional Membership Services. (Regional Director, Deputy Director, Secretary, Treasure, Scholarship Committee, and Chairs)

- ❖ Recruit and retain 300 members by December 31, 2007.
 - Coordinate and promote workshop locations within the region yearly.
 - Through an increased registration cost, provide workshop non-members with a 6-month trial membership.
 - Attract and include students by reduced workshop fees at each regional workshop.
 - Ensure timely distribution(s) of publicity materials for upcoming workshops and associated activities.
 - Continue to provide the “free” complimentary memberships (2) to attract new members yearly.
 - Design a recruitment plan that targets students; one that promotes the value of NAI and the importance of membership in the organization.
 - Coordinate an annual Regional Scholarship Program.
 - Continue to provide annual scholarships to students to attend annual regional workshops.
 - Announce scholarship opportunities and application guidelines within the fall and winter issues of the regional newsletter each year and during the membership meeting at the NIW.
 - Publicize scholarship recipients in Westwinds by requiring winners to write an article about the Regional or National Workshop attended.

- (NEW) Publicize and highlight scholarship recipients on the regional website upon the conclusion of the annual regional workshop.
- ❖ Promote NAI as a training resource and promote NAI's certification program through Westwinds, website, at Regional workshop and other meetings.
- ❖ Partner where possible with sections in all regional activities.

Goal 2: Continue Publishing the Region 9 Newsletter, Westwinds. (Newsletter Editor and Board)

- ❖ Continue to produce four (4) regional issues per year to be distributed to all regional members, NAI national office staff, and NAI national board of directors.
 - Continue to mail hard copy to all regional members during the months of March, June, September, and December.
 - (New) Provide an electronic version of past issues on the regional website.
- ❖ Develop a newsletter committee for each edition to recruit and/or develop content and photos for publication.
 - Teams can be comprised of a park staff or a group of members willing to work together to assemble the content/photos and send them off to newsletter editor for layout and production.

Goal 3: Continue Region 9 Workshops. (Deputy Director, Treasurer, and Workshop Chair/s)

- ❖ Deputy Director to identify and propose workshop location(s) for next calendar year.
 - To identify 2008 location by (Date).
- ❖ 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.

- ❖ Seek out agencies and members to host one day workshops and or “open houses” for members throughout the year.
- ❖ Continue to host CIG or CIT sessions annually within the region.

Goal 4: Establish and Meet Scholarship Fundraising Goals (Scholarship and Workshop Committee)

- ❖ Scholarship committee to identify fundraising goals and methods for inclusion in the planning of the regional workshop _____ months prior to regional workshop.

Goal 5: Expand the Region 9 Website. (Webmaster, Regional Director)

- ❖ (New) Provide an electronic version of past Westwinds issues on the regional website.
- ❖ Promote workshop information on regional website.
- ❖ Create a Web site committee to brainstorm content, workload assignments, related links and photo gallery, etc. Really make an effort to develop the Web site as a portal to the Region for members and potential members. I see this as a way to recruit membership as well as help keep members connected to Regional business and activities.

Goal 6: Maintain an Effective, Energetic, Optimistic Leadership Council throughout Region 9 and report on activities to membership. (Regional Director, Board and regional leadership team)

- ❖ Assure strong representation of Region 9 in the RLC, and other NAI national efforts as appropriate.
- ❖ Recruit for new Pacific Island Chair to represent region on the islands and to seek interest in developing a Pacific Island workshop.
- ❖ Conduct two regional board 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 NIW.
- ❖ Establish a goal of “#” regional officer meetings yearly, preferably in person or by conference call to conduct regional business and operations.
- ❖ Continue to write Director Reports for each issue of Westwinds.
- ❖ Share and promote Region 9 activities by writing articles for InterpNews as published.

- ❖ 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 and made available by Spring of Odd Numbered Years

Goal 7: Expand Membership Services through development of a Regional mentoring / outreach program (Regional Director, Board, and regional leadership team including new chair position)

- ❖ 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. This could include access to other members as a resource and assistance in program development and staff training.
- ❖ Develop a proactive mentor support program. This could include access to other members as a resource and assistance in program development and staff training and pairing 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.
- ❖ Develop an outreach program, possibly using mentors to visit under represented agencies and areas in the region.

Goal 8 (2008): Continue to Provide an Effective Elections Process within Region 9. (Director, Elections Committee)

- ❖ Select a regional nominations and elections committee by April 1, 2008.
 - 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 mailed, returned, and tabulated before the NIW of each calendar year.