

DRAFT

NAI Region 5 / The Heartland Region



Strategic Plan

January 1, 2010 – December 31, 2011

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 5 complements this mission by providing regional services and opportunities for a diverse membership, encompassing seven states, one Canadian Province, and one Canadian Territory. Through an assembly of board members, leadership council representatives, and numerous active members, NAI Region 5 will accomplish the 10 goals listed below and assist its members in achieving their professional goals.

Goal 1: Create an Active and Energetic Membership by providing Efficient, Effective, and Professional Membership Services.

- ❖ Recruit and retain 500 members by December 31, 2010. (Region 5 Board)
 - Coordinate and promote state specific workshop locations within the region for three consecutive future years.
 - ◆ Through an increased registration cost, provide workshop non-members with a 6-month trial membership.
 - ◆ Attract and include pre & student workshop activities at each regional workshop as deemed available by regional workshop.
 - ◆ Ensure timely distribution(s) of publicity materials for upcoming workshops and associated activities.
 - ◆ Utilize the regional “free” memberships (2) to attract new members near proposed future workshop locations. One “free” membership will be provided by the Regional Director to a non-member in order to attract interest within the organization. The second “free” membership shall be provided to the workshop coordinator, two years out, in order to start the process for assembling a workshop committee.
 - ◆ Raffle off two memberships (to NAI Region V at Mid-West EEC in October; requirements must become a member of Region V. When next conference occurs the region will participate by having a booth and offering the membership raffle **Action: Carolyn will contact winners of drawing with their membership**
 - Actively pursue and invite non-members to consider NAI as an organization for their professional affiliation. (Region 5 Board and Lyn Drathring)
 - ◆ Work with state/provincial coordinators to gather contact information on prospective new members.
 - ◆ 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. Generate a list (of sorts) with the appropriate contact names and information by December 1, 2010.
 - ◆ Work with “veteran” members within NAI Region 5 to serve as mentors for new members, providing occasional contacts and information to assist with professional development and enhanced “customer” service. (contact folks who will be at the workshop to match up with students/new members)
 - ◆ Identify state based organizations within interpretation and education. Review their membership fees and determine if the Region will benefit from becoming a member. **Action: Carolyn will develop a list for the May meeting.**
- ❖ Attract and promote membership participation by providing quality services and/or regional interpretive resource products.

- Solicit creative ideas and suggestions from the membership in order to create an appropriate task force(s). (Region 5 Board)
 - ◆ Create a programming resource of associated outlines and templates and make available to the regional members by the NIW 2010.
 - ◆ Continue to provide annual scholarships to students and professionals to attend annual regional workshops.
 - ◆ Increase total budget amount for regional scholarships to \$4000 by the annual regional workshop in 2010.
 - ◆ Keep total budget amount for national scholarships at \$500 the annual national workshop in 2010.
 - ◆ 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. Announce scholarship and mini grant recipients at regional workshop. Recipients will send 3-5 slide power point to Howard April
 - ◆ Select and publicize scholarship recipients by the spring issue of the regional newsletter and during the membership meeting and awards banquet at the annual regional workshop.
 - ◆ Publicize and highlight scholarship recipients on the regional website, upon conclusion of the annual regional workshop.
- Coordinate an annual Regional Mini-Grant Program. (Region 5 Board and Tracey Koenig)
 - ◆ Continue to provide annual mini-grant opportunities (funding) for the regional membership.
 - ◆ Keep total budget amount for regional mini-grants at \$1500 for 2010.
 - ◆ Announce grant opportunities and application guidelines within the spring issue of the regional newsletter each year and during the membership meeting at the annual regional workshop.
 - ◆ Select and publicize grant recipients by the fall issue of the regional newsletter and during the membership meeting at the NIW.

Goal 2: Continue Publishing the Region 5 Newsletter, *The Buffalo Bull*.

- ❖ Continue to produce four (4) regional issues per year to be distributed to all regional members,
 - Electronic copies will be sent to the NAI national office staff, and NAI national board of directors. (Joe Swano)
 - Continue to mail a hard copy to all interested regional members during the months of March, June, September, and December.
 - Increase the number of electronic copies from 80+ members to 125 members by the summer issue of 2010. (unknown number of electronic copies) paying for 515 hard copies, push to convert over to electronic copies, *Kelly will work with Joe and Trish*
 - Continue to provide an electronic version of past issues on the regional website.
 - Continue to request consistent reports from state/provincial coordinators on a quarterly basis.
- ❖ Continue to recognize regional facilities and individuals within the interpretive profession. (Joe Swano)
 - Promote and highlight facilities and individuals by soliciting articles for the “Your Interpretation” section.
 - Continue to recognize and honor one member with the Outstanding Contribution to the Region 5 Newsletter award on an annual basis.

Goal 3: Continue Region 5 Workshops.

- ❖ Identify and propose specific workshop host sites for 2 consecutive calendar years. (Ed Gruenwald)
 - To identify 2011 (Manatoba) location by the NIW 2009.
 - To identify if Nebraska will host the 2013, by the spring 2011.
- ❖ Promote regional workshops using most efficient and productive networking methods. (Ed Gruenwald and Joe Swano)
 - Promote upcoming annual workshop dates, locations, costs, and other associated details in the winter issue of the regional newsletter each year.
 - Promote future workshop locations and associated details in the spring issue of the regional newsletter each year.
 - Work with state/provincial coordinators in promoting workshop information in local newsletters.

- ❖ Create a workshop manual template(s) to be used by workshop committees by December 1, 2010. (Carolyn Rock)

Goal 4: Maintain an Effective, Energetic, Optimistic Leadership Council Throughout Region 5.

- ❖ Conduct two face-to-face regional board meetings and two conference call board meeting per calendar year in order to initiate and implement regional business, as well as inform the membership accordingly. (Doug Lowthen)
 - The face-to-face meetings will be conducted during the spring regional workshop and during the summer season at the following year's regional workshop location.
 - The conference call will take place during the months of May and December of each calendar year.
 - Board hold bi-monthly touch base sessions via email (January, March, May, July, September, November) on the fourth Tuesday of the month.
- ❖ Involve Leadership Council and interested members to take part in the regional decision-making process. (Doug)
 - Review and update as needed the regional policies and procedures manual by the NIW 2010. (Ed Gruenwald)
 - 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. (Doug)
 - Ensure content in national InterpNews, solícite updates from regional members and leadership Council. Doug
- ❖ Continue to encourage and expect state/provincial coordinators to submit quarterly information to the newsletter editor(s) for communication purposes by the deadlines of March 1, June 1, September 1, and December 1. (Ed Gruenwald and Joe Swano)
- ❖ Be proactive in the creation of task force(s) and other assignments that allow members more opportunities for regional involvement as issues develop or needs arise. (Doug)
- ❖ Ensure that the regional strategic plan is revised and made available by January 15 of each even numbered year. (Ed Gruenwald) Email set out to members announcing update and posting

Goal 5: Expand Budgetary Guidelines and Financial Planning for Region 5.

- ❖ Maintain a minimum of \$25,000 in the regional checking account for annual operational expenses, emergency use funds, and for enhanced membership services each year. (Kelly)
- ❖ Expand the current Regional Treasurer's Manual by December 1, 2010. (Kelly)
- ❖ Expand the current budgetary procedure/guideline and workshop template(s) to be used by workshop committees by December 1, 2010. (Kelly Joslin)

Goal 6: Establish and Meet Fundraising Goals.

- ❖ Offer the "Prairie Produce of the Heartland Region" program at NIW 2011. (Lewis Major and Kelly Joslin)
 - Identify, locate, and secure an inventory of regional-specific products from each state/province during the calendar year of 2010 – 2011.
 - Identify an inventory of products or services that are regionally specific which can be sold during workshops to garner additional revenue. (Lewis Major and Kelly Joslin)
 - Work with interested regional members to secure appropriate products and make them available for the regional workshop in 2010.
 - Evaluate the program
- ❖ Work with the regional webmaster to highlight the appropriate products online and craft an ordering form for future electronic purchases.
- ❖ Evaluate current fundraising efforts and make changes

Goal 7: Recognize Outstanding Interpreters and Programs within Region 5.

- ❖ Continue to provide awards on an annual basis in association with regional workshops. (Howard Aprill)
 - 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. (Howard Aprill)
 - 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.

Goal 8: Provide an Effective Elections Process within Region 5.

- ❖ Select a two-year regional nominations and elections committee by April 1, 2010. (Pamela Rout)
 - Ensure that this group has appropriate guidance and information relating to possible election candidates.
 - Ensure that this group actively seeks out candidates during the July of each calendar year.
 - Ensure that the election ballot identifies at least two candidates for each available position.
 - (Pamela Rout)
- ❖ Work with the national office toward improving membership involvement by continuing to offer electronic ballots. (Pamela Rout and National Office – Membership Manager)
 - Ensure that the election ballots (electronic and hard copy) are tabulated before the NIW of each calendar year, along with notifying the national elections chairperson with the certified results by November 1 of each calendar year. (Pamela Rout)

9: Expand the Region 5 Website.

- ❖ Continue to provide updated and consistent information (as necessary) on regional happenings on the 1st and 15th of each month. (Trish Sebastian)
- ❖ Create an on-line membership expertise reference guide on the regional website by the NIW 2010. (Trish Sebastian and Lyn D) Doug will contact Trish and Lyn about goals and if still interested,
- ❖ Create an on-line membership involvement page on the regional website by the NIW 2008. (Trish Sebastian and Lyn)

Goal 10: Expand the Growth and Improvements of Student Chapters within Region 5.

- ❖ Continue to encourage and expect student chapter coordinators to submit quarterly information to the newsletter editor(s) for communication purposes by the deadlines of March 1, June 1, September 1, and December 1. (Ed Gruenwald and Joe Swano)
- ❖ Continue to encourage student chapters of each appropriate state to organize, promote, and facilitate student sessions workshops before each regional workshop. (Ed Gruenwald)
- ❖ Create a student chapter reference booklet for regional operations and increase student involvement in workshops by the NIW 2010. (Ed Gruenwald and Chris Klinger)

Timeline: Review by board completed by January 4th, placement on web by January 15th.