

NAGAP Strategic Planning 2018-2020

Key Focus Area 1: Recognized Leadership

We will be recognized as the leaders in GEM by our members, institutions, partners, and the media.

- Develop a NAGAP values statement consistent with our mission
- Communication plan for institutions, partners, and the media
- Deliver joint sessions/presentations/publications in partnership with peer organizations serving GEM professionals
- Develop relationships with international institutions and organizations in GEM
- Produce ad hoc webinars and op-eds following newsworthy developments in GEM to offer NAGAP expertise
- Publish *Perspectives* with goals of thought leadership and member engagement

Key Focus Area 2: Research and Promotion of GEM Knowledge Creation

We will lead the generation of new GEM knowledge.

- Increase the quantity and quality of research proposals for NAGAP grants
- Create opportunities for non-students to receive research support for GEM projects
- Move GEM model from theory to practice as core competency of the profession (i.e., NAGAP original research, case studies, training, PDI, annual conference)
- Publish a GEM Handbook
- Explore the creation of a GEM scholarly journal

Key Focus Area 3: Marketing, Recruitment, and Retention of Members

We will be recognized as the leader in GEM by meeting the ever-changing professional needs of our membership.

- Develop and achieve domestic and international membership goals for all membership categories
- Create marketing and communication plans to members in alignment with needs assessment
- Expand NAGAP value proposition to address needs of more seasoned members (Leadership Academy, past presidents)
- Leverage comprehensive set of channels (e.g., website, print materials, social media) that communicates NAGAP unique value proposition
- Enhance member benefits (i.e., list/database of funding for graduate students, list/database of partner/sponsor services/products, synthesize/promote BLS data, GEMCAT)
- Utilize technology to facilitate NAGAP networking (dedicated platform)
- Develop social media strategy to consistently communicate through Facebook, Twitter, and Instagram
- Engage members in NAGAP volunteer opportunities (i.e., committees, event support, chapters) to build affinity and commitment to NAGAP
- Cultivate leaders to ensure adequate succession planning at the governing board level

Key Focus Area 4: Diversity and Inclusion

We will have a comprehensive focus on inclusiveness and diversity across all core aspects of the association, including membership, leadership, and education.

- Enhance the D&I statement consistent with our mission and values
- Assess and update the previous D&I research to better understand all aspects of diversity of membership
- Establish D&I goals relative to the GEM landscape
- Promote and market/communicate continued member engagement (i.e., committee work, projects, successes of NAGAP, member diversity)
- Embrace, value, and champion the multi-faceted aspects of diversity as a core aspect of leadership cultivation, particularly as it relates to the nomination and election process

Key Focus Area 5: Education and Professional Development

We will provide quality educational and professional development opportunities that use a diverse range of accessible channels that address the changing needs of GEM professionals.

- Launch the Leadership Academy
- Increase the quantity, quality, and GEM representation of conference and PDI sessions, webinars, and *Perspectives* articles
- Offer a full calendar of webinars addressing all aspects of the GEM lifecycle
- Develop a curricular plan that provides a strong GEM lifecycle foundation and support for all member experience levels across all of the NAGAP educational offerings, in person and online
- Increase PDI and PCI attendance
- Enhance the members only online resource center
- Investigate and utilize new channels (i.e., podcasts) for educational opportunities to meet changing member needs

Key Focus Area 6: Chapters

We will complement our members' opportunities for professional growth and development by supporting regional and special-interest Chapters that increase access to NAGAP for GEM professionals while reinforcing the mission of the association.

- Develop process for sponsorship that incentivizes chapter engagement
- Create a rubric for chapter engagement benchmarks
- Increase sustainability of chapters by establishing standard protocols and processes for reporting and orientation
- Expand and realign representation of chapters to cover all US states, Canadian provinces, and other international regions or disciplines as appropriate

Key Focus Area 7: Fiscal Management

NAGAP will have a diverse revenue stream to ensure sustainability and strategic growth.

- We will make financially responsible decisions and will have sufficient reserves to cover our annual costs of operations and services
- Redesign Alliance Circle to maximize the value of partnerships
- Plan for a balanced budget that include funds for innovative and responsive initiatives
- Invest operating surpluses in the Association and member benefits