

2024 STRATEGIC PLAN



QUARTER 1 STRATEGIC INITIATIVES

Owner	Target Completion	Strategic Initiative	Notes	Connection to 5 Year Plan Initiative
President	February	Expand NAYGN PD programs internationally	Work with IYNC to sign an MOU to have 20 NAYGN participants and 15 IYNC participants for NucLEADers	2027: New board position: international relations
Vice President	February	Host virtual Lunch-and-Learn with 3 struggling chapters to help revitalize them. Encourage them to attend continental conference	Step 1: Identify Chapters Step 2: Request funding Step 3: Set date	2024: 400 conf. attendees 2025: 100,000 metric hours + 600 conf. attendees
Past President	March	Increase election participation	Target 400+ votes	2025: 100,000 metric hours sustainability and health of the board (no direct correlation)
Professional Dev.	March	Create and organization chart with roles and responsibilities outlined for the AMP and NucLeaders programs	Discuss with program leads and ensure to capture enough information to provide guidance to future leads	2024: 100,000 metric hours/year
Public Information	January	Launch NAYGN annual drawing contest by January 15th	With resignation of PI officer in December 2023 this item is to ensure we are continuing with key initiatives	2025: 100,000 metric hours
Comms	March	Change management plan completed for brand refresh	Webinars, LCL calls, materials, videos, etc.	2024: Brand refreshed and website revamped
US OO	February	Open forum call (general members meeting) for all members to join once a year	Step 1: Discuss with Region leads December/ January	2024: Have 400 attendees at the NAYGN Continental conference

2024 STRATEGIC PLAN



			<p>Step 2: Discuss in January LCL call. Discuss hosting joint call and refer to youtube if need at different time</p> <p>Step 3: Reminder email sent LCLs a week before</p>	2025: 100,000 metric hours/year
CAN OO	February	Setup a Canadian Bank account	A Canadian Bank account will make it easier to support local chapters in funding as well as sponsors for regional events	2025: 100,000 metric hours/year 2026: 100+ active chapters (reporting metrics)
Treasurer	February	Stand up a fundraising committee and develop an investment strategy document.	Have a committee of 3+ volunteers	2025: NAYGN store - sales of \$10,000 Earn a profit from the continental conference
DEI	March	Build submission for DEI scholarship for registration to the annual conference	Work with conference planning and scholarship committee	2025: Consider incorporating DEI into mission statement/vision
Technology Officer	February	Grow the Webmaster Committee by 2 additional members calling into committee meetings at least twice or by completing Webmaster tasks	N/A	2024: Updated tools and ease of access

2024 STRATEGIC PLAN



QUARTER 2 STRATEGIC INITIATIVES

Owner	Target Completion	Strategic Initiative	Notes	Connection to 5 Year Plan Initiative
President	June	Recruit international conference attendees for the NAYGN continental conference	Focus: Mexico attendees Focus: international YG participants during IYNC conference	2025: Mexico with 1+ active chapter(s) 2027: New board position: international relations
Vice President	May	Create a relationship with clean energy organization(s) outside of nuclear by doing a joint outreach event (i.e. school visit)	Step 1: Find partner org Step 2: Find NAYGN chapter	2025: Earn a profit on Conf (get them to sponsor)
Past President	May	Direct knowledge transfer via personal turnover and mentoring of newly elected board members	Set the new board up for success long term	2025: 100,000 metric hours Growth of metrics, sustainment of NAYGN pillars
Professional Dev.	May	Update NAYGN website to ensure PD subcommittees, leads, and members are accurate (falls in line with brand refresh)	Work with NAYGN Communications and Technology Officer	2024: Brand refreshed and website revamped
Public Information	June	Return to physical postcard push initiative	Virtual postcard push was created from COVID but physical cards have more engagement/impact	2025: 100,000 metric hours
Comms	June	Conference materials developed utilizing new branding guidelines	Work with PD committee	2024: Brand refreshed
US OO	May	Region Lead/ LCL how to guide documents created and will be provided to all LCLs and region leads. Will discuss the guide in detail at continental conference	Step 1: List all responsibilities of LCL Step 2: List all responsibilities of region Leads	2025: 100,000 metric hours

2024 STRATEGIC PLAN



			<p>Step 3: Poll LCLs and Region Leads in March about what they wish they knew and could have all in one place.</p> <p>Step 4: Create Document in April</p> <p>Step 5: Prepare Presentation in May for LCL symposium at continental conference</p>	
CAN OO	June	Encourage local chapters to submit positive interventions for upcoming CNSC Hearings	Rallying chapters will help mobilize their members to address a part of nuclear advocacy that is overlooked. Positive interventions at CNSC hearings are important for supporting the nuclear industry and is something NAYGN in Canada historically has not been very involved in.	<p>2025: 100,000 metric hours/year</p> <p>2026: 100+ active chapters (reporting metrics)</p>
Treasurer	May	Sell all expo booths for the conference	Have a strategic mix of company chapter representation and non-sponsors (for growth)	<p>2025: 30+ sponsors</p> <p>Earn a profit from the continental conference</p>
DEI	June	Build DEI resource library after brand refresh is complete	DEI Committee to establish	2025: Consider incorporating DEI into mission statement/vision
Technology Officer	May	Train new and existing Operating Officers to update and maintain Metrics Pages	N/A	2024: Brand refreshed and website revamped

2024 STRATEGIC PLAN



QUARTER 3 STRATEGIC INITIATIVES

Owner	Target Completion	Strategic Initiative	Notes	Connection to 5 Year Plan Initiative
President	August	Obtain international sponsor and/or tech sector sponsor	Attend IYNC conference Attend CLEANTech Forum	2025: Autonomy (30+ sponsors)
Vice President	August	Create a video explaining how to start a new chapter to use with the New Chapter Starter Kit.	Step 1: Decide Content Step 2: Find Video Team	2024: 1 US and 1 Canadian trade school NAYGN chapter 2025: Create a chapter in Mexico
Past President	September	Investigate adding a new board position: international relations	Review bylaws/rules	2027: New board position: international relations
Professional Dev.	June	Finalize a turnover guide for the incoming PD BOD Generate lessons learned from 2024 Conference		2025: Earn a profit from the continental conference
Public Information	September	Nuclear Science Week prep webinars and activities to facilitate chapter activities/engagement	2023 had a decrease in participation from NAYGN in NSW activities from a continental standpoint	2025: 100,000 metric hours
Comms	August	Increased engagement on communications	100 likes per post and 50 participants per each web event by June 100 likes and 50 shares and 80 participants per web event by EOY 500 likes and 200 participants per web event by 5 years	2024: Brand refreshed and website updated 2025: 100,000 metric hours

2024 STRATEGIC PLAN



US OO	August	Establish the first technical College NAYGN Chapter	Expansion of NAYGN out of universities and into colleges	2024: Create at least 1 US and 1 Canadian new college (trade school) chapter
CAN OO	August	Establish first college NAYGN Chapter	Expansion of NAYGN out of universities and into colleges	2024: Create at least 1 US and 1 Canadian new college (trade school) chapter
Treasurer	August	Reduce currency risk by opening a Canadian bank account and obtaining the ability to send invoices in CAD	Review tax laws and Canadian banking options	2026: Possibly host the continental conference in Canada Paid/contract staff in place (part time)
DEI	September	Incorporate DEI Initiatives into our schools through essay/drawing contest	Work with new PI officer	2024: Grow engagement + participation of indigenous groups/communities 2025: Consider incorporating DEI into mission statement/vision
Technology Officer	August	Find a new IT partner specializing in the technology of the new website	Having a responsive and team-focused paid IT partner will help troubleshoot issues that the Webmaster Committee cannot.	2024: Brand refreshed and website updated

2024 STRATEGIC PLAN



QUARTER 4 STRATEGIC INITIATIVES

Owner	Target Completion	Strategic Initiative	Notes	Connection to 5 Year Plan Initiative
President				
Vice President	November	Organize NAYGN booth at university fair (career fair, club fair, football game)	1: Select university 2: Develop content	2024: 400 conf. attendees 2025: 100,000 metric hours + 600 conf. attendees
Past President	December	Virtual meeting with Core alumni and current board	Use contact information from the Core TOME	2026: Host conference in Canada 2026: Mexico Operating Officer Leverage connections to make these bigger goals happen.
Professional Dev.	October	Find 3 locations to host the 2026 Conference	Gets us ahead in the planning stages, potential cost savings and more opportunities available for venues	2026: Possibly host the continental conference in Canada
Public Information	November	Create a DEI focused PI initiative	Synergy between PI and DEI activities (i.e. drawing contest/essay contest/etc.)	2024: Grow engagement + participation of indigenous groups/communities 2025: Consider incorporating DEI into mission statement/vision
Comms	December	Standardized process and timelines for events	Webinars posted 2 months ahead of date, conference write ups posted within 60 days of the event, etc.	2024: Webinars advertised 1+ month in advance Brand refreshed and website revamped (including store)
US OO	November	2024 Metrics 75K (updated based on finish of 2023 metrics)	To be updated based on final 2023 numbers	2025: 100,000 metric hours/year

2024 STRATEGIC PLAN



CAN OO	December	Secure 1 new Canadian Continental Sponsor	Build off of the growing momentum of NAYGN in Canada	2025: 30+ sponsors
Treasurer	November	Set up 75% of sponsors to make electronic payments	Reduces the risk of losing payments via mail and also the reduce delays associated with mailing checks	2025: 30+ sponsors
DEI	December	Begin translating children’s books into various languages including Indigenous languages with permission of Indigenous partners	Work with Canadian OO and indigenous partners	2024: Grow engagement + participation of indigenous groups/communities 2028: Children’s books in 10 languages with print-on-demand services
Technology Officer	November	Streamline the process to publish all NAYGN content to the website in a traceable fashion (newsletters, webinars, events).	Use the Webmaster Committee bench and tools we already pay for (like Mailchimp) to facilitate	2024: Brand refreshed and website updated