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**Is your chapter trying to decide what to select for your** [**NAYGN Impact**](http://naygn.org/thenaygnimpact) **initiative goal, but you need a little help to get your ideas going? Well, we’re here to help! We’ve come up with a list of specific examples to help your chapter narrow in on what they would like to focus on.**

**One of the most impactful things NAYGN members can do right now is help communicate the value of nuclear with the public on a local and national level.**

Here are some examples:

* Have members create videos about why they work in nuclear, support the industry, etc. These videos can be shared on social media on the NAYGN Facebook page.
* Hold an open house where members of the public can learn more about nuclear and have their questions answered.
* Host a nuclear advocacy training at your site for all employees.
* Create a post card/flyer with specific details about the impact your plant has on the environment and local economy. Mail this out to local business, local council members, state representatives, etc.
* Hold a pro nuclear rally.
* Meet with your local state representatives to discuss the benefits of nuclear in your area.
* Create a social media account for your NAYGN Chapter to share both the benefits of nuclear and the good things your members are accomplishing in your community.
* Host a Nuclear 101 class for local high school science teachers.
* Never participated in the drawing contest? Set up a series of 4th and 5th grade classroom visits to get students in your area to participate in this year’s contest.

**Are you looking to solve an issue within your chapter or at your site? Take a look at the next page for some additional NAYGN Impact ideas.**

**Don’t forget to submit your NAYGN Impact Goal Form by August, 31st!**

*“Membership in our NAYGN Chapter is primarily engineering.”*

* Host a NAYGN membership drive in your site’s cafeteria during lunch hours.
* Give a brief presentation about NAYGN during various organization’s required training.
* Create a proposal and meet with management to solicit support for membership participation in organizations outside of engineering.

*“Our site is experiencing a lot of turnover.”*

* Create a NAYGN peer mentor program for new hires.
* Host a Management Feedback event where employees can voice concerns and potential solutions. Then, share the feedback with your company management.
* Focus on retention efforts by building a strong sense of community at your work location (sports team, trivia night, charity walks, etc.).

*“Our site is struggling to develop a leadership pipeline.”*

* Hold specific professional development sessions around leadership practices.
* Create a professional mentor program to contact current leaders with those who are looking for specific leadership skills.
* Host “What it Takes to be…” series at your site. Invite a manager, director, site VP, etc. to explain their career path, the skills needed for their current job and advice they would give to other seeking a leadership path.
* Ask your site/company sponsor if a NAYGN member can shadow them various company meeting as a development opportunity.
* Host specific professional development sessions or a book club around leadership practices.

*“Our local community can’t support the technical jobs needed at the plant.”*

* Connect with a local high school or university to set up a table at a career day.
* Work with your HR department to get NAYGN engaged in the recruitment process.

*“Knowledge transfer and retention is a big concern in our company as the more experienced workforce begins to retire.”*

* Have subject matter experts present on their area of expertise and record this for future reference.
* Send video recordings to the Hub for the whole industry to use.
* Provide a avenue for NAYGN members to identify knowledge vulnerabilities and share these findings with management.

**Don’t feel like your chapter’s NAYGN Impact goal needs to be elaborate to be good. You can make a big impact with a small amount of effort!**

**Still struggling to find the perfect idea? Consider rethinking what your chapter does and how it is improving the industry/company and use this discussion to determine your chapter’s goal as part of the NAYGN Impact Initiative. You can also meet with company leadership to see if there is an issue that your chapter can help solve. Feel free to reach out to The Core or your Regional Leads for additional support and brainstorming!**

**Questions? Please contact** thenaygnimpact@naygn.org