

2019 Strategic Plan



1 2019- Q1

Item	Due	Part	Goal & Details	Core Sponsor	Committee/Chair
Q1.01	1/19	LCL Toolkit	Prepare update to LCL toolkit in advance of January LCL 101 Webinar	Affairs Chairs	
Q1.02	1/19	Communicate the Value of NAYGN Part 1: Values	Hold LCL Seminar to pass down information to LCLs to define our values. The intent of the webinar is to give LCL more talking points with their chapter members, management, and executive sponsors. Webinar should be recorded. To be done after the LCL toolkit update.	Affairs Chairs	
Q1.03	1/19	Core Member engagement in social media	Provide social medial access to all core members.	Comm. Chair	All Core Members, Social Media Teams
Q1.04	1/19	Identify active members in NAYGN	Identify all that logged in over the past 3 years, and segregate all others as Inactive. Report results to the Core.	Comm. Chair	
Q1.05	1/19	State clean portfolio standards scoping	Identify target states from NAYGN to seek local engagement and impact.	PI Chair	Gov Outreach
Q1.06	1/19	Communicate the Value of NAYGN Part 1: Values	Define NAYGN's values (to industry, to companies, to our members)	President	
Q1.07	1/19	Create budget pie-chart to share with LCLs	Ensure membership understands how we spent our money and where it goes	Treasurer / Affairs	
Q1.08	2/19	Schedule 20-chapter takeover weeks throughout the year on Facebook	Chapter takeovers will humanize our organization on social media and create additional content to highlight the organization. Consider 20 chapters to align with 20 th anniversary	Comm. Chair	Facebook Team
Q1.09	2/19	Communicate the Value of NAYGN Part 1: Values	Internal Communication: Include writeup of NAYGN's values in membership brief for all members (after LCL webinar)	Comm. Chair	

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Q1.10	2/19	Communicate the Value of NAYGN Part 1: Values	External Communication: Include writeup of NAYGN's values in NSIAC brief, to EAC, to sponsors (in thank you letters, if we send those to sponsors)	President	
Q1.11	2/19	Review member profile requirements.	Focus on making registration easy prior to membership drive. This can be paired with a later membership profile update drive.	VP / Affairs / Comm.	Engagement Committee
Q1.12	2/19	Update NAYGN brochures	Focus on three audiences: new members, new sponsors, and new chapters. Create a value story.	VP / Canadian Affairs	Engagement Committee
Q1.13	2/19	20 th Anniversary logo campaign	Involve membership, and consider incentivizing.	VP / Comm.	20 th Anniversary Committee
Q1.14	3/19	NICE Future Initiative Workshops	Host a series of workshops in support of the Nuclear Innovation Clean Energy (NICE) Future initiative with the workshops focusing on soft skills and bringing together nuclear and non-nuclear clean energy groups.	Canadian Affairs	
Q1.15	3/19	PI Outreach Toolkit Webinar	Create and host webinar to support the roll out of the Public Information Toolkits (2018 Innovating Our Impact Initiative)	PI Chair	Webinar Lead, Innovating our Impact Project Lead
Q1.16	3/19	PI Outreach Toolkit Resource Page on Website	Add PI Outreach Toolkit resource page to website	PI Chair	Innovating our Impact Committee, Webmaster
Q1.17	3/19	Update New Chapter guidance	Update brochure/documents designed to guide new chapters.	VP / Affairs	Engagement Committee
Q1.18	3/19	Design a membership drive and communications strategy.	Consider tying in to nominations/elections cycle. Provide incentives for registration/logging in.	VP / Affairs / Comm. / PP	Engagement Committee

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Item	Due	Part	Goal & Details	Core Sponsor	Committee/Chair
Q2.01	4/19	Communicate the Value of NAYGN Part 1: Values	"Survey" incoming LCLs and find out how LCL turnover went at various chapters. Ask LCLs where they have leadership gaps. Suggest individual emails, rather than large distribution survey	Affairs Chairs	Regional Leads
Q2.02	4/19	Communicate the Value of NAYGN Part 2: Engage company mgmt	Gather company contact information (executive sponsor, email, phone) for treasurer records. To be used in upcoming fundraising and thank you notes.	Affairs Chairs	Fundraising Committee
Q2.03	4/19	Link membership newsletter to social media accounts	Create an avenue to automatically push membership newsletter releases onto social media	Comm. Chair	
Q2.04	4/19	Committee Roll Call	Identify committees, their leads, and their members. Develop an Org Chart for NAYGN, and find a way to display it at the NAYGN booth.	Core	
Q2.05	4/19	New chapter/sponsor campaign scoping	Identify companies/orgs that we are missing. Consider using EAC. Identify targets. For sponsors, look for both LCLs and high-level contacts. Identify NEI sponsors and NEA attendees that are not NAYGN sponsors.	Past President / President / VP / Affairs / Treasurer	Engagement Committee
Q2.06	4/19	Create guidance document for how to assess a future partnership	Include clear expectations for NAYGN	President / Past President	Sustainability Committee
Q2.07	5/19	Social Media Campaign	Increase social media followers through follow-drive	Comm. Chair	Social Media Teams
Q2.08	5/19	Committee Surveys	Core sponsor to email each committee lead, as well as a separate email to the committee members, assessing health and support needs. Create action items based on results. Consider using NEA to improve committees.	Core	

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Q2.09	5/19	Evaluate the future of PI initiatives	Evaluate the desire for drawing contest/PCPD/essay contest for 2020 year	PI Chair	Student Outreach Lead, Government Outreach Lead
Q2.10	5/19	Communicate the Value of NAYGN Part 2: Engage company mgmt	Send congratulatory emails or letters for all incoming (and thank you emails/letters for all outgoing) leadership positions above LCL (RLs, committee leads, Core Members)	President / VP	
Q2.11	6/19	Coffee with the Core and Committees at NEA	Hold breakfast at NEA (Monday?) as a committee fair with the Org Chart, Core members, committee leads and members. Consider setting up booth materials for each committee. Alternatively, we could use this time to meet the Core only.	PD Chair	All Committee Leads
Q2.12	6/19	Host Communications & Outreach workshop at 2019 Conference	Host a comm's and outreach focused workshop at 2019 conference	PD / PI Chairs	
Q2.13	6/19	20th Anniversary Event at NEA	Consider inviting Founders, photo mosaic, balloon arch, cake, prominent logo use, note of Emerald sponsors.	VP / PD Chair	20th Celebration committee

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3 2019-Q3



Item	Due	Part	Goal & Details	Core Sponsor	Committee/Chair
Q3.01	7/19	Reassess Regional Budgets	Determine regional budget strategy moving forward	Affairs Chairs	Treasurer, Regional Leads
Q3.02	7/19	Value statement Sponsorship letter	Create and distribute value statement sponsorship letters	Treasurer	Sponsorship Committee
Q3.03	7/19	New chapter campaign	Establish contact at target companies at high level and individual contributor level. Engage and provide NAYGN info.	VP / Canadian Affairs	Engagement Committee
Q3.04	7/19	Membership drive	Send LCLs their registered membership, ask for feedback, and offer help registering (incl. bulk registration).	VP / Comm.	Regional Leads
Q3.05	8/19	Membership survey	Survey to determine what initiatives member value to determine where to use funds for 2020 (combined with other 2020 survey)	VP / Comm.	Engagement Committee or Benchmarking Committee
Q3.06	9/19	Complete Children's book sequel	Complete print ready children's book sequel to support National Nuclear Science Week	PI Chair	Children's Book Committee Lead
Q3.07	9/19	State clean portfolio standards impact	Author messages in the chosen states. Consider use of op-eds, and set goals for communication release in 2020.	PI Chair	Government Outreach

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4 2019-Q4



Item	Due	Part	Goal & Details	Core Sponsor	Committee/Chair
Q4.01	10/19	Communicate the Value of NAYGN Part 2: Engage company management	Engage executive sponsors using information gathered in Q2 for fundraising. Fundraising letter templates should be created and specific values can be highlighted whether company is a utility, vendor, or research organization.	Treasurer	Fundraising
Q4.02	10/19	Develop 2020 budget based on 2018 sponsorships	Develop 2 or 3-year budget plan where current budget period is based on the former years total sponsorship to ensure organization operations in black.	Treasurer	Core
Q4.03	11/19	Reassess Strategic Partnerships	Reassess Strategic Partnerships for value added opportunities	President	Core
Q4.04	12/19	Membership Profile Update Drive	Design a pop-up (or similar) to have members update their profile fields.	Comm. Chair	
Q4.05	12/19	New chapter campaign assessment	Continue to reach out to prospective chapters. Follow up as needed, and document results and contacts made to support 2020 actions.	VP / Affairs	Regional Leads