# 2019- Q1

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| # | Item | Goal & Details | Core Sponsor | Committee/Chair |
| Q1.1 | 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 |
| Q1.2 | 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 20th anniversary | Comm. Chair | Facebook Team |
| Q1.3 | Create budget pie-chart to share with LCLs | Ensure membership understands how we spent our money and where it goes | Treasurer/US Affairs |  |
| Q1.4 | LCL Toolkit | Prepare update to LCL toolkit in advance of January LCL 101 Webinar | US and Canadian Affairs |  |
| Q1.5 | 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 |  |
| Q1.6 | Communicate the Value of NAYGN  (Part 1: Values) | Define NAYGN’s values (to industry, to companies, to our members) | President | All Core |
| Q1.7 | 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. | US and Canadian Affairs |  |
| Q1.8 | 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 |  |
| Q1.9 | 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 |  |
| Q1.10 | Communicate the Value of NAYGN  Part 2: Engage company management | 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 Past-President |  |
| Q1.11 | PI Outreach Toolkit Resource Page on Website | Add PI Outreach Toolkit resource page to website | PI Chair | Innovating our Impact Committee, Webmaster |
| Q1.12 | Core Member engagement in social media | Provide social medial access to all core members. | Comm Chair | All Core Members, Social Media Teams |
| Q1.13 | 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. | VP / Comm Chair |  |
| Q1.14 | 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 | Engagement Committee |
| Q1.15 | Design a membership drive and communications strategy. | Consider tying in to nominations/elections cycle. Provide incentives for registration/logging in. | VP / Affairs | Engagement Committee |
| Q1.16 | Update New Chapter guidance | Update brochure/documents designed to guide new chapters. | VP / Affairs | Engagement Committee |
| Q1.17 | Update NAYGN brochures | Focus on three audiences: new members, new sponsors, and new chapters. Create a value story. | VP / Canadian Affairs | Engagement Committee |
| Q1.18 | 20th Anniversary logo campaign | Involve membership, and consider incentivizing. | VP / Comm Chair | 20th Anniversary Committee |
| Q1.19 | State clean portfolio standards scoping | Identify target states from NAYGN to seek local engagement and impact. | PI | Gov Outreach |

# 2019-Q2

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| # | Item | Goal & Details | Core Sponsor | Committee/Chair |
| Q2.1 | 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 |
| Q2.2 | 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 | US and Canadian Affairs | Regional Leads |
| Q2.3 | Communicate the Value of NAYGN  Part 2: Engage company management | Gather company contact information (executive sponsor, email, phone) for treasurer records. To be used in upcoming fundraising and thank you notes. | US and Canadian Affairs | Fundraising Committee |
| Q2.4 | Host Communications & Outreach workshop at 2019 Conference | Host a comm’s and outreach focused workshop at 2019 conference | PD Chair/PI Chair |  |
| Q2.5 | Link membership newsletter to social media accounts | Create an avenue to automatically push membership newsletter releases onto social media | Comm Chair |  |
| Q2.6 | Social Media Campaign | Increase social media followers through follow-drive | Comm Chair | Social Media Teams |
| Q2.7 | Create guidance document for how to assess a future partnership | Include clear expectations for NAYGN | President/Past President | Sustainability Committee |
| Q2.8 | 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 |  |
| Q2.9 | 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 |  |
| Q2.10 | 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-Prez, Prez, VP, Affairs, Tres. | Engagement Committee |
| Q2.11 | 20th Anniversary Event at NEA | Consider inviting Founders, photo mosaic, balloon arch, cake, prominent logo use, note of Emerald sponsors. | PD/VP | 20th Celebration committee |

# 2019-Q3

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| # | Item | Goal & Details | Core Sponsor | Committee/Chair |
| Q3.1 | Reassess Regional Budgets | Determine regional budget strategy moving forward | US & Canadian Affairs | Treasurer, RLs |
| Q3.2 | Membership survey | Survey to determine what initiatives member value to determine where to use funds for 2020 (combined with other 2020 survey) | VP? | Engagement Committee or Benchmarking Committee |
| Q3.3 | Value statement Sponsorship letter | Create and distribute value statement sponsorship letters | Treasurer | Sponsorship Committee |
| Q3.4 | 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 |
| Q3.5 | Membership drive | Send LCLs their registered membership, ask for feedback, and offer help registering (incl. bulk registration). | Comms / VP | Regional Leads |
| Q3.6 | 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 |
| Q3.7 | 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 | Government Outreach |
| Q3.8 | 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 / Core | All Leads |

# 2019-Q4

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| # | Item | Goal & Details | Core Sponsor | Committee/Chair |
| Q4.1 | 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 |
| Q4.2 | Reassess Strategic Partnerships | Reassess Strategic Partnerships for value added opportunities | President | Core |
| Q4.3 | 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 |
| Q4.4 | Membership Profile Update Drive | Design a pop-up (or similar) to have members update their profile fields. | Comms |  |
| Q4.5 | 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 |