

2020 STRATEGIC PLAN



OUR VISION

Developing leaders to energize the future of nuclear

OUR MISSION

NAYGN provides opportunities for a young generation of nuclear enthusiasts to develop leadership and professional skills, create life-long connections, engage and inform the public, and inspire today's nuclear technology professionals to meet the challenges of the 21st century.

KEY FOCUS AREAS FOR 2020

1. Strengthening NAYGN's Industry Leadership
2. Improving the Membership Experience
3. Fortifying NAYGN's Organizational Health

Item	Subject	Goal & Details	Sponsor
Q1.1	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships. Strategic partners: NEI, CNA, ANS, CNS, WIN, IYNC, Nuclear Matters	President
Q1.2	Recognition	Adjust Awards notification process to include LCLs and senior leadership at the receiving chapter, when possible.	Communications
Q1.3	Social media campaign	Develop proposal for a social media campaign like #makenuclearcoolagain. Proposal to include timeline and graphics.	Communications
Q1.4	Strategic plan webinar	Develop webinar (or series) on NAYGN's 2020 Strategic Plan, share why elements of the plan were chosen, and collect feedback from members.	President
Q1.5	Advocacy: vulnerable plants	Develop proposal for targeted advocacy events in vulnerable nuclear states/provinces. Consider partnering with Nuclear Matters for proposal. Consider a focus on the Nuclear Energy Ambassador Program.	Public Information
Q1.6	Canadian elections	Send letters to newly elected representatives from 43rd Canadian federal election (2019), introducing them to nuclear energy facts.	Public Information
Q1.7	New public outreach channels	Develop strategy for moving NAYGN message to a larger platform, such as Nuclear Titans podcast or NEI's <i>Off the Menu</i> . Strategy to include both target(s) and timeline, and could target audiences beyond nuclear.	Public Information

2020 STRATEGIC PLAN



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Q1.8	NAYGN Calendar	Create an NAYGN calendar infographic for 2020. Include key dates/events such as: Conference registration opens, Conference, Nuclear science week, Drawing contest start and end date, Essay contest start and end date, Video contest start and end date, Postcard push day start and end date.	All
Q1.9	Regional Lead touch-base	Hold 1-on-1 meeting with each Regional Lead to determine their goals for 2020.	Affairs
Q1.10	NAYGN goals	Set measurable goals for NAYGN in 2020, with alignment to our strategic plan.	President
Q1.11	Succession planning	Develop succession planning document and strategy, and upload it the NAYGN Google Drive to guide future Directors.	Past President
Q1.12	Bylaw update	Update core roles listed in the NAYGN Bylaws to be named "Director Of...". Change the term "core" to "Board of Directors".	Past President
Q1.13	ClickUp	Implement ClickUp across Core to document Core and committee actions, as appropriate.	Communications
Q1.14	Executive Advisory Council	Perform Executive Advisory Council health assessment and schedule EAC teleconference, including an update on the Nuclear Energy Advance partnership.	President
Q1.15	Social media takeover	Extend chapter takeover to be a running option for any chapter.	Communications
Q1.16	NAYGN Value Statement	External Communication: Include writeup of NAYGN's values in NSIAC brief, to EAC, to sponsors following release of the 2019 End of Year Report.	Communications
Q1.17	Membership Drive	Design a membership drive and communications strategy. The goal is to repair our communication networks with our members.	Communications, Vice President
Q2.1	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships. Strategic partners: NEI, CNA, ANS, CNS, WIN, IYNC, Nuclear Matters	President
Q2.2	Membership review	Complete membership review, and report out "confirmed" members by chapter/region. Verify members are receiving our emails during membership review.	Communications
Q2.3	Social media template	Create NEA template for social media like 2019 NSW "why I chose nuclear" template.	Communications

2020 STRATEGIC PLAN



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Q2.4	Committee fair	Host an NAYGN committee fair at NEA or similar regional conference.	Professional Development
Q2.5	NEA 2020	Execute integrated NEA 2020 conference with NEI, including execution of a clean energy expo.	Professional Development, Public Information
Q2.6	Clean energy groups	Develop target list for strategic relationships with 3 clean energy groups, including Third Way.	Public Information
Q2.7	Semi-annual report	Develop infographic similar to annual report on a semi-annual basis. This should be distributed to members and sponsors.	President
Q2.8	Committee health assessment	Perform committee health assessment, and identify any gaps as input to the 2020 Committee Fair. Consider developing criteria to score committee health.	President
Q2.9	Investment strategy	Develop an investment strategy for a portion of NAYGN reserves, such as a savings account.	Treasurer
Q2.10	New sponsorship strategy	Develop a list of groups/companies NAYGN would like to personally reach out to for sponsorship, and develop a strategy for communication and relationship building with the targeted groups.	Treasurer
Q2.11	Career Report	Release the 2020 Career Report to members, sponsors, and other stakeholders, with bullet points.	Vice President
Q3.1	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships. Strategic partners: NEI, CNA, ANS, CNS, WIN, IYNC, Nuclear Matters	President
Q3.2	Website restructure	Restructure naygn.org to move most-used tools 1 click away from homepage. Consider making PI more prominent on home page.	Communications
Q3.3	Conference data	Document past region conferences on naygn.org website (speakers, presentations, etc).	Professional Development, Affairs
Q3.4	SMR and Advanced Reactors	Develop a plan to generate strategic relationship between NAYGN and SMR and Advanced Reactor companies like TerraPower, Oklo, General Atomics, etc.	President, Public Information
Q3.5	Nuclear Science Week	Provide on-site support for the Big Event during Nuclear Science Week, as well as digital support of NSW events.	Public Information

2020 STRATEGIC PLAN



Item	Subject	Goal & Details	Sponsor
Q3.6	Video content	Develop methods for NAYGN to engage video content, targeting 14-24 year-olds. The goal is to approach a new medium to reach a wider audience. This may be a support role of existing video producers (ex: NEI).	Communications, Public Information
Q3.7	Website resources	Website/communications update: Leverage resources with strategic partners to help direct members to industry resources. Examples: NEI, CNA, Nuclear Matters	Communications, Public Information
Q4.1	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships. Strategic partners: NEI, CNA, ANS, CNS, WIN, IYNC, Nuclear Matters	President
Q4.2	International engagement	Have NAYGN present at international clean energy conference (COP/CEM/IAEA/WANO)	President
Q4.3	Vogtle 3 & 4	Develop Vogtle support campaign following completion of construction at Vogtle 3 & 4. Seek Southern Co. input prior to development.	Communications
Q4.4	USA elections	Push letters to all newly elected representatives from 2020 election (US), introducing them to nuclear energy facts.	Public Information, USA Affairs