

# 2021 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 2021

1. Improving Chapter Engagement
2. Continuing Increased Diversity and Inclusion Focus
3. Better Utilization of Partnerships and Committees

Item	Subject	Goal & Details	Sponsor
Q1.1	Chapter Engagement	Restructure naygn.org to move most-used tools 1 click away from homepage. Develop roll out communication plan.	Communications
Q1.2	Chapter Engagement	Design a membership drive and communications strategy. The goal is to repair our communication networks with our members.	Communications, Vice President
Q1.3	Chapter Engagement	Create an NAYGN calendar and rollout to membership with membership drive. Include key dates/events such as: elections, conferences, NSW, drawing and essay contests, Postcard push, committee meetings, webinars	Professional Development / Communications
Q1.4	Chapter Engagement	Build a backbone of LCL/RL content to share. – accomplishing through new website	USA and Canadian Officers
Q1.5	Chapter Engagement	Complete succession planning for open election positions (USA Officer, PI, Vice President) with emphasis on diversity	Past President
Q1.6	Committee Health and Chapter Engagement	Utilize the 2021 Benchmarking Committee in an expanded capacity to keep an active committee going forward. Consider rebranding to Pulse Committee	Vice President
Q1.7	Diversity and Inclusion and Chapter Engagement	Communicate our diversity and other report infographics to continuously promote information from the career report throughout the 2 years between reports.	Vice President / Communications
Q1.8	Committee Health	Determine how to utilize the Engagement Committee in 2021 (rebrand, combine, etc.)	Vice President

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Q1.9	Chapter Engagement	Push letters to all newly elected representatives from 2020 election (US), introducing them to nuclear energy facts	Public Information/ Communications
Q1.10	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships.	President
Q1.11	Strategic partners and Chapter Engagement	Provide two external speakers per quarter for entire membership with one PD and one a diversity or specialty topic. At least one should be a partnership opportunity.	President / Professional Development
Q1.12	Strategic partners	Provide periodic updates on partnership initiatives to NAYGN stakeholders (EAC, members) through quarterly infographic and newsletters	President
Q1.13	Chapter Engagement	Perform 10 take actions annually utilizing Soft Edge focusing on federal advocacy related to clean energy. Quarterly reminder.	Public Information
Q1.14	Diversity and Inclusion and Chapter Engagement	Have a Podcast, articles, and/or book club topic including diverse authors and topics at least once per quarter	Professional Development / Past President
Q1.15	Diversity and Inclusion and Strategic Partnerships	Determine final metrics to use for D&I progress and what, if any, will be asked of LCLs to record in 2021 and run by EAC.	President
Q1.16	Chapter Engagement	Host quarterly virtual game night or trivia once per quarter that is open to the general membership.	President
Q2.1	Diversity and Inclusion and Chapter Engagement	Develop member content campaign for members to tell their D&I story	Past President
Q2.2	Chapter Engagement and Strategic Partnerships	Develop a short annual member survey that can be used to determine what PD content our members want and other committee needs. Include request of feedback on how we can utilize partnerships to engage the organization	Vice President
Q2.3	Chapter Engagement	Create a PD Cohort or online class program (15 to 20 people) similar to what Westinghouse is doing	Professional Development
Q2.4	Chapter Engagement and Diversity and Inclusion	Ensure a successful 2021 national conference with engagement and collaboration of members in the virtual world. Diversity is consciously considered when selecting speakers/topics	Professional Development

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Item	Subject	Goal & Details	Sponsor
Q2.5	Chapter Engagement	Develop Chapter Co-Op program based on strengths / weaknesses of chapters with projects to achieve and clear guidance on success	USA and Canadian Officers
Q2.6	Chapter Engagement and Committee Health	Build social media bench strength and rotational schedule to alleviate Communications Officer burden	Communications
Q2.7	Chapter Engagement	Develop tooling for LCLs that goes beyond the newsletter.	USA and Canadian Officers
Q2.8	Diversity and Inclusion and Chapter Engagement	Communicate our diversity and other report infographics to continuously promote information from the career report throughout the 2 years between reports.	Vice President / Communications
Q2.9	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships.	President
Q2.10	Strategic partners and Chapter Engagement	Provide two external speakers per quarter for entire membership with one PD and one a diversity or specialty topic. At least one should be a partnership opportunity.	President / Professional Development
Q2.11	Strategic partners	Provide periodic updates on partnership initiatives to NAYGN stakeholders (EAC, members) through quarterly infographic and newsletters	President
Q2.12	Chapter Engagement	Perform 10 take actions annually utilizing Soft Edge focusing on federal advocacy related to clean energy. Quarterly reminder.	Public Information
Q2.13	Diversity and Inclusion and Chapter Engagement	Have a Podcast, articles, and/or book club topic including diverse authors and topics at least once per quarter	Professional Development / Past President
Q2.14	Chapter Engagement	Host quarterly virtual game night or trivia once per quarter that is open to the general membership.	President
Q3.1	Strategic Partnerships	Seek out ways the Benchmarking Committee can partner with industry organizations to use the data we collect with our career surveys	Vice President
Q3.2	Committee Health and Chapter Engagement	Benchmarking Committee develop and communicate biannual career survey for completion	Vice President
Q3.3	Diversity and Inclusion and Chapter Engagement	Communicate our diversity and other report infographics to continuously promote information from the career report throughout the 2 years between reports.	Vice President / Communications

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Item	Subject	Goal & Details	Sponsor
Q3.4	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships.	President
Q3.5	Strategic partners and Chapter Engagement	Provide two external speakers per quarter for entire membership with one PD and one a diversity or specialty topic. At least one should be a partnership opportunity.	President / Professional Development
Q3.6	Strategic partners	Provide periodic updates on partnership initiatives to NAYGN stakeholders (EAC, members) through quarterly infographic and newsletters	President
Q3.7	Chapter Engagement	Perform 10 take actions annually utilizing Soft Edge focusing on federal advocacy related to clean energy. Quarterly reminder.	Public Information
Q3.8	Diversity and Inclusion and Chapter Engagement	Have a Podcast, articles, and/or book club topic including diverse authors and topics at least once per quarter	Professional Development / Past President
Q3.9	Chapter Engagement	Host quarterly virtual game night or trivia once per quarter that is open to the general membership.	President
Q3.10	Committee Health	Develop an investment strategy for a portion of NAYGN reserves, such as a savings account.	Treasurer
Q4.1	Committee Health and Member Engagement	Benchmarking Committee complete biannual survey and collect results	Vice President
Q4.2	Strategic Partnerships	Align nuclear with clean energy groups internationally during COP preparation	Canadian Officer
Q4.3	Member Engagement	Gain 6 new chapters from geographically different locations or nontraditional member industries	Vice President
Q4.4	Member Engagement	Participate in and promote Nuclear Science Week and Stand Up for Nuclear Events	Public Information / Communications / USA and Canadian Officers
Q4.5	Diversity and Inclusion and Chapter Engagement	Communicate our diversity and other report infographics to continuously promote information from the career report throughout the 2 years between reports.	Vice President / Communications
Q4.6	Strategic partners	Perform quarterly touch-base with strategic partners, with a focus on common objectives and building/sustaining relationships.	President

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Item	Subject	Goal & Details	Sponsor
<b>Q4.7</b>	Strategic partners and Chapter Engagement	Provide two external speakers per quarter for entire membership with one PD and one a diversity or specialty topic. At least one should be a partnership opportunity.	President / Professional Development
<b>Q4.8</b>	Strategic partners	Provide periodic updates on partnership initiatives to NAYGN stakeholders (EAC, members) through quarterly infographic and newsletters	President
<b>Q4.9</b>	Chapter Engagement	Perform 10 take actions annually utilizing Soft Edge focusing on federal advocacy related to clean energy. Quarterly reminder.	Public Information
<b>Q4.10</b>	Diversity and Inclusion and Chapter Engagement	Have a Podcast, articles, and/or book club topic including diverse authors and topics at least once per quarter	Professional Development / Past President
<b>Q4.11</b>	Chapter Engagement	Host quarterly virtual game night or trivia once per quarter that is open to the general membership.	President
<b>Q4.12</b>	Chapter Engagement	Chapters to reach 200,000 members of the public in 2021.	Public Information
<b>Q4.13</b>	Chapter Engagement	Determine lessons learned from PD Cohort Program and addition of routine budget for future years if program is determined to continue.	Professional Development