

2022 STRATEGIC PLAN



In 2022, NAYGN will prioritize energizing our membership while ensuring long term financial stability. COVID 19 has had far reaching impacts on most organizations and NAYGN is no exception. Increasing engagement and participation will be the focus of 2022 as a mix of in-person and virtual events are planned. The NAYGN Board will seek to grow budding leaders within the organization and to recruit a more diverse membership base through partnering with diverse organizations and by extending our reach on social media platforms.

QUARTER 1 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Leadership	President	Coordinate efforts between Vice President, President and Past President
Engagement	Vice President	Conduct a chapter tour series to reinvigorate established chapters and provide personalized support for new & growing chapters.
Leadership	Past President	Strategically fill committee lead positions to grow future leaders.
Engagement	Professional Dev.	Establish framework for structured professional development activities.
Engagement	Public Information	Increase participation in the Drawing Contest with the goal of receiving more submissions than previous years.
Engagement	Communications	Establish incentives for submitting Excellence Award nominations.
Leadership	US OO	Fill all six regional lead positions.
Engagement	CAN OO	Support regional leads to host regional conferences earlier than Q4. The goal is to avoid overlap and encourage more cross regional participation (especially for virtual sessions).
Financial	Director of Finance	Evaluate investment options available to non-profits to ensure long term financial stability of the organization.
Growth	DEI	Joint events with intentionally diverse organizations.
Engagement	CTO	Increased frequency of operation and maintenance of website to keep content fresh & keep members informed. Grow webmaster committee.

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QUARTER 2 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Leadership	President	Strategically incorporate various Board of Directors into Executive Advisory Council meetings.
Growth	Vice President	Establish a new chapter that fits one of these categories: advanced nuclear, fusion, nuclear medicine.
Leadership	Past President	Improve board turnover experience by logging operating experience of outgoing board to expedite transition and improve productivity.
Engagement	Professional Dev.	Improve and grow the bench strength of professional development committees.
Engagement	Public Information	Execute Hill Day on June 22 in conjunction with Nuclear Energy Assembly.
Growth	Communications	Establish high school internship program for social media support.
Engagement	US OO	Support regional leads to host regional conferences earlier than Q4. The goal is to avoid overlap and encourage more cross regional participation (especially for virtual sessions).
Leadership	CAN OO	Establish a stronger pipeline for succession planning by identifying top performing regional leads & chapter leads and nurturing their development.
Financial	Director of Finance	Roll out new sponsorship campaign style for 2023 targeting May of each year to align with typical sponsor company budget development windows.
Engagement	DEI	Host a webinar deep dive on the 2022 Career Report.
Leadership	CTO	Organize ownership/leads of all account logins. Streamline and consolidate as necessary. Address overlap between CTO and Communications officer accounts as needed.

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QUARTER 3 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Engagement	President	Establish a mentoring program.
Engagement	Past President	Utilize Sustainability Committee to steer organization.
Engagement	Public Information	(A) High profile reading of children's books (B) Focused approach to Government Outreach tool: Take Action
Growth	Communications	Utilize paid advertising to increase reach of social media content.
Engagement	US OO	Increase local chapter lead participation in monthly calls. Ensure each call is valuable and engaging.
Engagement	DEI	Publish DEI representation information on naygn.org .

Note: Vice President, Professional Development, CAN OO, Director of Finance, and CTO strategic initiatives in the second half of 2022 will be determined after elections. These will be set by the incoming officer.

QUARTER 4 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Engagement	President	Initiate application process to identify and fund an NAYGN contingent for COP 27 (Egypt) and the Clean Energy Ministerial (Pittsburgh).
Leadership	Past President	Provide periodic mentoring of new Board members for the first 6 months of their tenure.
Engagement	Public Information	Increased presence at Nuclear Science Week 2022.
Growth	Communications	Engage with the press to be interviewed or published by a major news outlet.
Leadership	US OO	Establish a stronger pipeline for succession planning by identifying top performing regional leads & chapter leads and nurturing their development.
Financial	DEI	Recruit a sponsor in the DEI field.