

2023 STRATEGIC PLAN



In 2023, NAYGN will prioritize broadening the brand and focusing on getting nuclear embedded in the clean energy and climate change conversations internationally. In 2023 NAYGN will run a standalone conference in Minneapolis and will actively be seeking vendors and suppliers in the exhibit hall to expand the NAYGN presence. NAYGN will focus on re-gaining the energy prior to COVID-19 and will also actively look for new chapters in new areas (i.e. Fusion, SMRs, etc.). There has been a momentum swing for nuclear being recognized as clean energy and NAYGN will continue to push for this recognition – through the newly formed Clean Energy Committee and through members attending key climate change and clean energy events/ministerial conferences.

QUARTER 1 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Engagement	President	Promotion of EOY Report & Summarizing accomplishment with particular focus on sponsors to build the reputation/brand/value of NAYGN to lay the foundation for future years
Engagement	Vice President	Launch the second Atomic Mentorship Program cohort
Leadership	Past President	Ensure successful elections of the incoming Board of Directors
Engagement	Professional Dev.	Promote the 2023 annual conference to optimize maximum registration and booth early bird sales
Engagement	Public Information	Organize strategies to ensure highest ever participation is achieved for annual drawing contest
Leadership	Communications	Establish an independent lead for the Social Media Committee
Leadership	US OO	Fill all six US regional lead positions
Growth	CAN OO	Strengthen and expand NAYGN presence in Eastern Canada
Financial	Treasurer	Set up QuickBooks (or similar) and implement method to donate directly from website
Leadership	DEI	Hire DEI consultant to perform DEI audit
Growth	Technology Officer	Have a Webmaster Committee lead holding biweekly or monthly meetings

2023 STRATEGIC PLAN



QUARTER 2 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Leadership	President	Build relationship between NAYGN Board and Executive Advisory Council during annual conference
Engagement	Vice President	Coordinate a clean energy delivery team at CLEANPOWER2023 conference and have engagement from local NAYGN chapter(s)
Engagement	Past President	Mentor the program lead successor and ensure successful setup of the 2023 NucLEADers program
Engagement	Professional Dev.	Collaborate with webinar subcommittee lead to plan, promote, and host professional development webinars while utilizing the NAYGN website
Engagement	Public Information	Coordinate with PD Conference Planning committee to have a political engagement and/or public information event/rally at the NAYGN national conference in Minneapolis
Growth	Communications	Increase social media followers on all platforms by 10%, with a specific focus on lower engagement platforms
Engagement	US OO	Start a 6-month mentor/mentee chapter program
Engagement	CAN OO	Attend a fossil fuel conference (i.e. Global Energy Showcase 2023) to demonstrate nuclear opportunities and spread nuclear awareness
Financial	Treasurer	Create Investment committee
Engagement	DEI	Attend a DEI conference and share lessons learned with the NAYGN committee
Leadership	Technology Officer	Enhance swag offerings and publicize changes on website and social media

2023 STRATEGIC PLAN



QUARTER 3 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Growth	President	Create and issue an NAYGN 5 year strategic plan
DEI	Vice President	Restart benchmarking committee with a focus on diversity, equity and inclusion when forming the team to create the 2024 Career Report
Engagement	Past President	Reward and recognize leaders within NAYGN by nominating for awards outside of the nuclear industry
Leadership	Professional Dev.	Engage with chapters to share best practices for professional development
Engagement	Public Information	Organize a print-on-demand service for past NAYGN children's books
Engagement	Communications	Interview a politician/climate advocate/someone noteworthy about nuclear energy's role in combating climate change and publish the interview/article
Engagement	US OO	Host a LCL speed networking event
Engagement	Can OO	Organize a non-standard conference in Canada (which brings the focus outside of Toronto)
Financial	Treasurer	Obtain at least three new sponsors
Engagement	DEI	Plan DEI with diverse orgs at least once a quarter
Engagement	Technology Officer	Benchmark NAYGN website against other similar organizations

2023 STRATEGIC PLAN



QUARTER 4 STRATEGIC INITIATIVES

Category	Owner	Strategic Initiative
Growth	President	Organize a contingent of NAYGN leaders to attend the United Nations Conference of Parties (COP28) and move NAYGN from a provisionally approved Observer to official Observer status in the United Nations Framework Convention on Climate Change (UNFCCC)
DEI	Vice President	Obtain DEI partner and/or sponsor
Partnerships	Past President	Strengthen and maintain industry relationships while maintaining open channels of communication with MOU partners and seeking new opportunities
Leadership	Professional Dev.	Perform a formal lessons learned report from the first standalone conference
Engagement	Public Information	Investigate a new education strategy for middle school outreach (i.e. drawing contest and books are for elementary school, essay contest is for high school outreach)
Growth	Communications	Establish a podcast (initial episodes can be roundtable conversations with board members and/or audio recordings of webinars)
Growth	US OO	Start a chapter outside of the fission industry
Growth	Can OO	Create a new NAYGN chapter or partnership with a non-fission based organization (i.e. fusion)
Financial	Treasurer	Determine alternative sources of fundraising for the corporation
Growth	DEI	Incorporate Diversity, Equity, and Inclusion action items (from DE&I audit) into Career Report
Engagement	Technology Officer	Utilize Webmaster Committee and Funded Technology assistance (Zuul or similar) to enhance website to increase traffic