

# 5-YEAR STRATEGIC PLAN



The last time NAYGN published a 5-year strategic plan was in 2016. The goal of this document is to provide a longer-term vision for the organization to complement the more detailed annual strategic plan, while also providing guidance to future boards developing their annual strategic plans.

## 2024

### UPDATED TOOLS AND EASE OF ACCESS

- Webinars advertised 1+ months in advance
- Brand refreshed and website revamped (including store)
- Revamped resource library for public information
- Special celebrations for the 25<sup>th</sup> anniversary

### GROWTH

- Grow engagement + participation of indigenous groups/communities
- Create at least 1 US and 1 Canadian new college (trade school) chapter
- Have 400 attendees at the NAYGN Continental conference

## 2025

### ENHANCED ENGAGEMENT

- 100,000 metric hours/year
- 600 conference attendees at the continental conference
- Mexico with 1+ active chapter(s)

### AUTONOMY

- 30+ sponsors
- Consider incorporating DEI into mission statement/vision
- Alternate revenue streams:
  - NAYGN store - sales of \$10,000
  - Earn a profit from the continental conference

## 2026

### EXPANSION

- Possibly host the continental conference in Canada
- 100+ active chapters (reporting metrics)
- Paid/contract staff in place (part time)
- \$400,000 in annual sponsorships
- Mexico with 3+ chapters and 30+ members (to reinstate Mexico Operating Officer)

## 2027

### GROWTH

- New board position: International Relations
- 1 New chapter outside of Mexico/US/Canada (i.e., Central America/Caribbean)
- Mexico regional event held

## 2028

### GROWTH

- 150,000+ metrics hours/year
- Children's books in 10 languages with print-on-demand services
- Consider hosting IYNC conference in North America