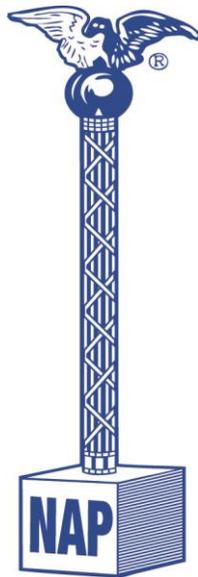


# NATIONAL ASSOCIATION OF PARLIAMENTARIANS®

## Strategic Plan



**Adopted February 26, 2013**

# **NAP STRATEGIC PLAN**

This strategic plan is designed to set future direction for the National Association of Parliamentarians. Adopted by the NAP Board of Directors on February 26, 2013, it is intended that this plan will be reviewed on an annual basis by the board. During this review process, the plan will be evaluated and implementation tasks will be developed and assigned for completion.

## **VISION**

*To provide parliamentary leadership to the world.*

This is the focal point of our efforts and applies to entire organization and will involve everyone (NAP leaders, members, constituent divisions, etc.) to help us reach this vision.

## **MISSION**

*NAP is dedicated to educating leaders throughout the world in effective meeting management through the use of parliamentary procedure.*

This is our reason for being in existence and is the impetus behind everything we do on a day-to-day basis. Educating leaders, throughout and outside of NAP, on how to use parliamentary procedure is our core purpose.

## **PRINCIPLES**

NAP's principles are to:

- Reflect a commitment to fundamental parliamentary principles
- Promote diversity, democratic decision-making, and civic involvement
- Maintain and enhance professional parliamentary credentialing standards
- Provide convenient educational opportunities
- Evaluate programs and services on an ongoing basis
- Promote knowledge and awareness of parliamentary procedure
- Maintain a fiscally and operationally sound organizational structure
- Encourage partnerships and inclusiveness

These core values guide us and serve as an instrument to measure the reason why we embark upon a project.

## **GOALS, OBJECTIVES, AND STRATEGIES**

There are four key goals of the strategic plan. Objectives and strategies identify how each goal will be reached. In order to prioritize the direction of the organization, priorities have been established for the various objectives as high, medium, or low. High indicates work should begin

within the next year; medium, work begins and/or is completed within 1 to 2 years; and low, work begins and/or is completed within 2 to 3 years.

## **PUBLIC AWARENESS**

**GOAL:** NAP will be a recognized authority consisting of experts in our field who provide quality service

1. Create a branding program (L)
  - A. Establish the value proposition
  - B. Explore the need for a new name, logo, and tagline to reflect our brand promise to members and to the public
2. Increase name recognition and knowledge of the parliamentary profession (L)
  - A. Create a public relations plan for implementation by constituent divisions and volunteers
  - B. Establish headquarters support for a web-based public relations strategy
3. Improve public and member access to NAP resources via the website (H)
  - A. Develop headquarters support to maintain a more attractive and user-friendly website
4. Improve existing partnerships (M)
  - A. Research the needs, wants, and preferences of existing partners
5. Increase the number of partnerships (L)
  - A. Identify and establish mutually beneficial relationships with new partners

## **MEMBERSHIP**

**GOAL:** NAP will be a thriving progressive organization with members who find participation relevant and valuable

1. Increase membership numbers (M)
  - A. Identify target audiences
  - B. Develop a speakers bureau
  - C. Develop a national membership campaign
2. Increase retention rates (M)
  - A. Evaluate value of membership
  - B. Create electronic communication specifically towards youth
  - C. Convert short-term members to long-term members
  - D. Improve communication with members
3. Increase number of international members (L)
  - A. Establish rapport/relationship and provide training to and with International organizations
  - B. Focus effort or drive on a specific area of various countries throughout the world
4. Increase participation and volunteer engagement (M)
  - A. Develop more volunteer opportunities at all levels based on member interests
  - B. Assess membership strengths, interests, and abilities
  - C. Identify areas for non-certified member participation

5. Heighten members' satisfaction with products and services (M)
  - A. Identify potential products and services
  - B. Target training for various types of organizations and special interests
  - C. Implement results captured from previously conducted surveys
6. Increase the number of registered and professional registered parliamentarians (H)
  - A. Create opportunity for more training and study to prepare for exams
  - B. Ensure opportunity for study groups focused on exam preparation/continuing education

## **EDUCATION**

**GOAL:** NAP will provide educational resources and skills training to the public and members at all levels of interest

1. Identify core competencies to develop standardized expertise at each level of learning (H)
  - A. Implement a program to gather and analyze data related to needs for and uses of parliamentary skills
  - B. Conduct a literature search of existing competency set development
2. Create a defined body of knowledge (H)
  - A. Define levels of skills
  - B. Analyze current offerings and assign levels
  - C. Conduct gap analysis
  - D. Develop and implement the body of knowledge required for each competency at each level
3. Develop curriculum for each level of proficiency (M)
  - A. Develop general course modules
  - B. Develop specialty course modules
  - C. Align certification courses with the body of knowledge
  - D. Align the membership exam with the body of knowledge
  - E. Determine need for intermediate course aligned with the body of knowledge
  - F. Align all national events (NAP TC, Convention, District education programs) with the body of knowledge.
4. Develop educational materials in a number of different media for a wide variety of audiences (M)
  - A. Determine volunteer resources available vs. outsourcing
  - B. Survey existing material and align with the body of knowledge
  - C. Identify volunteers/outsource people to create supporting materials
  - D. Create additional materials as needed
5. Develop a cadre of teachers (M)
  - A. Identify members to teach in each state/province
  - B. Provide trainer courses and conduct national teacher training
  - C. Conduct auditions to identify those best able to teach

## **FINANCIAL STABILITY**

**GOAL:** NAP will have more financial resources to carry out its vision

1. Increasing non-dues revenue (H)
  - A. Evaluate the financial impact of district conferences
  - B. Refine our fundraising program for planned giving to NAP
  - C. Create additional web-based courses designed for the public
  - D. Restructure NAP's current educational offering at events
  - E. Develop a specific "track" of workshops for the public to attend at national events
2. Explore funding sources for teaching good governance practices (M)
  - A. Explore a fundraising program for NAP
  - B. Identify funding opportunities to support NAP's efforts to provide educational training
3. Evaluate and implement a plan to streamline dues collection process at all levels of the organization (M)
  - A. Educate the associations about the need for standardizing and simplifying the dues collection process
  - B. Implement an efficient dues collection program
4. Propose a pro-ration of dues strategy (H)