



Strategic Plan for 2018-2021

The mission of the National Association for Interpretation is to inspire leadership and excellence to advance natural and cultural interpretation as a profession. NAI Region 9 complements this mission by providing regional services and opportunities for a diverse membership from Northern Nevada, Northern California, Hawaii and Pacific islands.

Overall Strategy of the Region: Maintain an active and energetic membership by providing efficient, effective, and professional membership services throughout Region 9.

Goal One: Recruit and Retain an Active Membership

- Actively pursue non-members through outreach to agencies that employ interpreters, universities who educate them and others
- Outreach to similar organizations (state-specific or regional) in order to network, attract new members, and/or conduct professional workshops.
- Partner where possible with sections in all regional activities.
- Promote NAI as a training resource and promote NAI's certification program through Further Westwinds, social media, website, at Regional workshops, and other meetings.
- Establish a Membership Team to focus on retention, recruitment, and the college connection.
 - Retention
 - Contact members whose membership is about to expire
 - Contact members whose membership expired more than six months prior
 - Work with veteran members within NAI Region 9 to serve as mentors for new members, providing occasional contacts and information to assist with professional development and enhanced "customer" service.
 - Recruitment

- Maintain contacts with current college instructors in related fields for connections, networking, recruitment scholarship opportunities, and workshops.
- Attend various meetings and conferences to promote NAI Region 9 for recruitment proposes.
- Maintain contact with agencies who employ interpreters to find opportunities to promote NAI to those employees.
- Students
 - Reach out to current college instructors in related fields for connections, networking, recruitment, scholarship opportunities and workshops.
 - Attend student activities on campus and off campus in local areas to promote student involvement and recruitment.
- Seek out worthy candidates for the “free” complimentary memberships (2) to attract new members yearly.
- Continue to identify membership needs through surveys and personal contact.

Goal Two: Provide Accurate and Timely Communication to Region 9 Members

- Produce monthly digital issues of Further Westwinds distributed electronically to all regional members, NAI national office staff, and NAI national board of directors.
 - Strive to have at least one item in Further Westwinds every month submitted by one of the elected officers
 - Post past issues of the newsletter on the website after the most current issue has been electronically distributed to the membership.
 - Encourage members to submit articles, photos, and items for Further Westwinds.
- Consider using Facebook Live, Periscope or other streaming platforms to extend the reach of Regional Workshop and other training.
 - Utilize and increase the use of social media/networking in communications with the regional members. Focus on Facebook where we are currently reaching the greatest number of members. Strive to have posts on the Facebook page four times per month.
- Utilize the MailChimp email platform to place timely region communications right in member’s inboxes.

Goal Three: Provide engaging Region 9 Workshops and Activities

- Deputy Director will identify, propose, and coordinate workshop location(s) for next calendar year as early as practical
- Promote regional workshops using the most efficient and productive networking methods.
 - Begin promoting upcoming annual workshop dates, locations, costs, and other associated details in the fall issue of the regional newsletter each year, and continue through the winter.
 - Promote workshop information on social media and regional website.
- Attract and include students by offering reduced workshop fees at each regional workshop.
- Seek out agencies and members to host one day workshops and or “open houses” or other networking functions for members throughout the year.
- Update the outdated Regional workshop manual to be used by workshop committees
- Promote certification courses within the region when available.
- Partner when possible with sections in all regional activities.
- Consider partnering with neighboring Regions on workshops.

Goal Four: Continue Regional Scholarship Program

- Provide Scholarships as budget allows to Region 9 members in good standing with financial need. When two scholarships are offered for any one event, provide for one member at large and one student.
- Provide scholarships to attend annual regional workshops
- Provide scholarships to attend National Conference
- Publicize scholarship opportunities and application guidelines throughout the year.
- Publicize and highlight scholarship recipients on the regional website upon the conclusion of each event where scholarships have been granted.

Goal Five: Provide Effective Leadership

- Assure strong representation of Region 9 in the Advisory Council, and other NAI national efforts as appropriate.

- Conduct two regional membership meetings per calendar year in order to initiate and implement regional business, as well as inform the membership accordingly; one to be held at the Regional Spring Workshop and one at the NAI National Conference.
- Conduct a minimum of two additional phone meetings of the board in the winter and summer.

Goal Six: Provide an Effective Elections Process within Region 9.

- Select a regional nominations and elections team by April of the year the elections are to take place. Ensure that this group has appropriate guidance and information relating to possible election candidates.
 - Ensure that this team actively seeks out candidates during the summer season of each calendar year.
 - Ensure that the election ballot identifies at least two candidates for each available position.
 - Ensure that the election ballots are sent electronically to members during the month of October the year elections are to be held. Work with the national office to improve membership involvement by continuing to offer electronic ballots.
 - Ensure that the election ballots are tabulated before the NAI National Workshop of each election year, along with notifying the national elections chairperson with the certified results by November 1.

Goal Seven: Fundraising and Branding

- Identify, locate, and secure an inventory of Sierra Pacific Region NAI branded merchandise
- Offer branded products at a variety of price points
- Endeavor to offer environmentally responsible and sustainable products
- Offer these items for sale during workshops and other functions to promote our brand and raise revenue

Goal Eight: Recognize Outstanding Interpreters and Programs within Region 9

- Conduct an annual Regional Awards Program in association with regional workshops.
- Regional awards shall strive to feed nominees into the national awards program.