Strategic Plan Outline

Year 1 2013

Goal 1 Find a New Location

- Complete Site Visits
- Prepare comparative analysis for conference
- Decide new site
- Transition plan (beginning)
  - legal issues
  - personnel issues
  - equipment
  - operations
  - funding options for the move

Goal 2 Have a good conference

- Profitable (financial report)
- Attendee satisfaction & Harmony
  - Clarify role of board members at conference
  - Survey/feedback
- Diverse audience
  - Diverse programming
  - Market to diverse groups
- Board marketing for conference

Goal 3 External relationships

- Plan website redesign
- Increase national awareness of NSN
  - External conference outreach (ALA & other conferences)
  - National publicity campaign
    - Publicity outreach plan
    - Improve social media presence
- Maintain ART Force contacts
Sources of funding
  Work with consultant re Brimstone Funding
  Identify process to get external funding
    Sponsorship
    Relocation funding
  20/20 events challenge

  Track current donors
    Board travel donation reports
    App for funding tracking
    Review donor list
    Track Life member donations

4 Internal Redesign

  Develop a more diverse board
    Replace three appointed members
  Develop a new slate of officers
  Review and revitalize committees
    Review and update committee charges
  Make more effective use of state liaisons
    Provide clear and supportive assignments
    Set expectations
    Revised State Liaison handbook
  Provide opportunities for board education
    List of webinars
  Refine strategic plan
    Work with Consultant to polish and present plan

Year 2 2014

Goal 1 Site Transition
  Establish residency (P.O. Box, 501C(3) revision, etc.)
  Fundraising for move
  Establish good relationship in city
  Plan 2015 storytelling event in city
  Operational transition plan
  Start planning revenue-generating event
  Adopt a teller (on NABS model)

2 Have a good conference

3 External relationships
  Extending to new markets
  Raise funds for new website
  Explore new partnerships
4  **Internal redesign**
   Establish process of surveying board talent and identifying needs
   Roll out State Liaison membership outreach
   Reassess the SIGs
   Do follow-up on grant recipients for success stories
   Establish criteria for Executive Director (ED)
   Evaluate need for an audit

**Year 3 2015**

**Goal 1  Site Transition**
   Hold event in new site city
   Continue fundraising for move
   Build relationships
   Planning for revenue-generating events and/or programs

2  **Have a good conference**

3  **External Relationships**
   Launch new website
   Fundraising for new 2016 event for new market
   Explore new partnerships

4  **Internal redesign**
   Hire ED
   New governance manual
   Re-orientation for the board
   Establish ED goals for 2015/2016
   Conduct audit
   Develop Board and Committee assessment tool
   Increase Internal grant programs
   Raise awareness of grants

**Year 4 2016**

**Goal 1  Site Transition**
   Move the office
   Develop new processes and transfer of duties
   Revenue-generating events
   Possibilities:
   teaching workshops
   performances
   partnering with community
   Solidify relationships in new city
2 Have a good conference

3 External Relationships
   Plan new educational content on website
   Hold new event targeting new market
      Interfaces with applications of storytelling such as gamers, clergy, lawyers, etc.
   Explore new partnerships

4 Internal redesign
   Review ED performance per goals (annually)
   Set new performance goals for ED for the year
   Review grants program

Year 5 2017

Goal 1 Have a good conference

2 External Relationships
   Continue to work on new revenue streams
   Solidify national outreach and national partnerships
   Showcase storytelling as an art form nationally
   Showcase storytelling as an academic field
   Branding
      Radio show
      Non-conference event
   Roll out new educational content on website

3 Internal redesign
   Review staffing needs