



## 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

#### 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

#### 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