

NAEP Strategic Pillar ACTION PLAN 2015

Date: 5-Oct-16
Form submitted by: David Mattern

PILLAR: Marketing and Communication

Pillar Description: Over the next three years, NAEP is committing to strengthening how we tell our story, and how we explain our impact on the environmental professions. We will be undertaking a bottom up review on how we approach communications, striving to become more synergistic with the evolving ways in which our members, and the broader community, want to hear from a leading professional organization like NAEP.

Pillar Members: David Mattern, Dennis Peters, Marie Campbell, Brock Hoegh, Courtney Arena, Rudaina Alrefai-Kirkpatrick, Caroline Levenda, Chuck Nicholson, Shannon Stewart, Michelle Rau

GOAL #1

Website Improvement

2016 Objective: A revised and enhanced website

Notes :

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
1.1 Create dashboard to capture, and regularly update metrics noted above	Mattern/Staff	Dec 2016 for Jan 2017 Board Meeting				
1.2 Enable Google Analytics and Google Webmaster Access	Staff	completed			completed	Monitor monthly
1.3 Propose a series of short term improvements to make to the NAEP website	Mattern	completed and ongoing				website template changed in March 2016
1.4 Key volunteers take a demo of the CRM and web functionality of MemberClicks	Mattern	completed				
1.5 Conduct SWOT analysis of NAEP website and of NAEP core messages	Mattern and Tice	in process and new messages being sent to new, renewing and 3 month, 6 month members			completed	
1.6 added Oct 2016 Updated Community Forums	Mattern/Staff	completed and ongoing			Sep 2016-Added two new forums and improved placement on website; established monitors and promoters	
1.7 added Oct 2016 Add NEPA Search Tool to website	Mattern/Staff	pending board approval				to be implemented before 2017 conference
1.8 added Oct 2016 Corporate ads		October 2017 for corporate member logos				Providing logos and links as benefit for corporate members, Investigating ads for conference sponsors, Investigating larger ads that would be offered for additional fee
1.9 added Oct 2016 Posting new rules and regulations		Pending – possibly by 2017 conference				Add new members-only feature with regular listing of new environmental rules and regulations. Requires volunteer support and oversight by qualified expert for QC

Immediate Next Steps: Create dashboard for website statistics

Notable Successes: Redesign of NAEP website completed in March 2016

Potential Roadblocks:

GOAL #2

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Message Development and Dissemination

2016 Objective: *Develop and oversee implementation of a campaign to proactively share NAEP's core messages* **Notes :**

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
2.1 Develop and oversee implementation of a campaign to proactively share NAEP's core messages	Mattern/Tice/Staff	Initiate Q4 2016; possible draft for 2017 conference			started revising member messaging	
2.2 added Oct 2016 Branding		For discussion – possibly mid-2017				In depth, thorough exploration of NAEP's identity and functions. This should be done with professional assistance and engage a cross section of the current and potential membership. Outcomes could include mission statement, logo, and complete website redesign.

Immediate Next Steps:

Notable Successes:

Potential Roadblocks:

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Member Benefits

2016 Objective: Make recommendations to the Board on the line up of NAEP member benefits (e.g. publications) **Notes :**

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
3.1 Establish an agreed upon set of membership organizations that NAEP efforts can be compared to (exemplars)	M&C Pillar					
3.2 Make recommendations to the board on the line up of NAEP member benefits (e.g. publications)	M&C Pillar and Membership Committee	pending				
3.3 Collaborate with publications team	M&C Pillar and Publications Pillar	pending				
see goal #1 Add NEPA Search Tool to website						

Immediate Next Steps:

Notable Successes:

Potential Roadblocks: