

NAEP Strategic Pillar ACTION PLAN 2015

Date: September 2016

Form submitted by: BJDehoney

PILLAR: Publications

Pillar Description: This planning process has clearly identified that the need for NAEP to more strategically leverage its communication assets. The belief is that a stronger portfolio of communications vehicles holds the potential to a) strengthen the organization's position in the marketplace b) more proactively tell NAEP's story to members/prospects and c) better support business growth, mainly membership.

Pillar Members: Active members: Courtney Arena, Lisa Danielski, Elizabeth Keysar, Paul Looney, Charles P Nicholson, Nicolas Frederick, Michelle Rau, David Stites, Ruth Gaulke

GOAL #1

Environmental Practice

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
Editor (DePaul) Resigned. Recruited, Interviewed suite of candidates, Shortlisted the suite down to two, re-interviewed shortlisted candidates and selected Rebel Writer. Negotiated and executed contract with Rebel Writer.	Publications Pillar				Completed	
Investigated alternative publishers due to coninued issues with Cambridge University Press. CUP indicated that they would not be the publisher after 2017. Pillar had reviewed Taylor and Francis' qualifications, requested a statement of qualification and recommended to the Board to transition publishing to T&F for 2017. Contract is executed.	Publications Pillar			Positive financial situation for NAEP	Completed	
Editorial Board was identified as non-functioning. Need to reinvigorate the Board. Candidates for the Board are being recruited.	Elizabeth Keysar has taken the r	2017 January			2017 January	
Editorial Board will be responsible for increasing the number and maintaining quality of articles.	Elizabeth Keysar has taken the r	2017			Ongoing	
Transition EnvironmentalPractice to T&F.	Rebel Writer is working with T&	2017 March			Ongoing	
Recruit a Editor in Chief	Publications Pillar	2017 March			Ongoing	

Immediate Next Steps: Revamp Editorial Board/ Transition to Taylor & Francis, Identify Editor in Chief

Notable Successes: Recruited Managing Editor, executed contract with Taylor and Francis

Potential Roadblocks: Getting quality papers for journal

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GOAL #2

ENews

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
Delivered new template	Looney	2016			Completed	Positive response from members
Expand members and non members contributing articles to the newsletters	Publications	2017			ongoing	
Recruit a volunteer to support Looney	Publications	2017			ongoing	
Create a calendar for Board members to prepare articles for the newsletter.	Publication	2016 December			ongoing	
Establish calendar for Board members to prepare articles (Board activities, project highlights, regulatory, technical, topic of their choice) once per year.	Publication	2016 October				Need Board members commitment to prepare the articles.

Immediate Next Steps: Get more volunteers engaged in writing product for the newsletter

Notable Successes: New template received positive response from membership

Potential Roadblocks: Getting volunteers

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GOAL #3

NEPA Desk

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
Continuing with no actions at this time					NA	

Immediate Next Steps: NA

Notable Successes: NA

Potential Roadblocks:NA

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GOAL #4

NEPA Annual Report

Task	Responsible	Timeline	Resources	Budget Request <small>(specify immediate needs from 2016 Budget requirements)</small>	Status	Notes
New lead has been identified and Charles Nicholson, PhD will take over the leadership role.						

Immediate Next Steps: Continue doing a great job

Notable Successes: Charles taking the helm

Potential Roadblocks: None at this time