

Updated Strategic Action Plan FINAL – January 2016 (2010-2015)

Strategic Plan Action Plan: The action plan is designed as guide for the Board as it implements the strategic plan over the next five years. The dates should not be viewed as absolute. Some objectives may take less time than expected, while others may need to be delayed due to unforeseen complications. The purpose of the action plan is to provide some sense of the work that needs to be done and the time frame in which the Board feels these can be accomplished. It also serves as a checklist of actions that need to be taken to complete the plan.

Objective	Assignment	Actions	Time Frame
1. a. Develop, maintain, and support the Membership Committee’s Membership Publicity Plan.	Membership Committee; Communication Committee	1) Membership Committee co-chairs will write the plan and present it to the board at the June 2010 meeting	1) Spring 2010
		1.1) April 2011: There will be further discussion with the Communications Committee	
		1.2) Spring 2011: The Communications Committee has addressed this objective in their Comprehensive Communications Plan	
		2) Enact the plan provisions	2) Ongoing 2010-2015
		3) Membership Committee will review the plan annually	3) Yearly process, summers 2010-2015

CONCLUSION: COMPLETED

1. b. Conduct regular membership surveys.

Membership Committee

- 1) Membership Committee will collect suggestions from Board and others for survey questions
 - 2) Draft survey and submit to Board for approval
 - 3) Membership Committee will make survey available to members and non-members through archival listservs and NEA website, collect data
 - 4) Membership Committee will report results to Board and place results on website Yearly process beginning 2010
- 4.1) Survey Monkey in use.

- 1) All year
- 2) July
- 3) August-September
- 4) November

CONCLUSION: COMPLETED

1. c. Offer an annual job shadowing program to archival students attending local/regional programs. Membership Committee

1) NEA will co-promote Simmons SCoSAA job shadowing program

1.1) 2011: one program enacted

2) Membership Committee will establish communications with Northeast graduate programs in archives/public history re: shadowing

2) 2012

3) Membership Committee will run NEA job shadowing program throughout the region each spring

3) 2012-2015

CONCLUSION: IN PROGRESS
Mentoring in Strategic Plan 2015-2020

2. a. Develop strategies to increase revenue. Board; Treasurer

1) Board set up Budget Task Force.

1.1) November 2010: Board created permanent Financial Planning Committee to take on financial Planning.

1.2) March 2013: Board voted to dissolved the Financial Planning Committee

2) Treasurer develops a business plan that includes a set of strategies to increase revenue.

2) 2013

2.1) March 2014: Development Task Force has made recommendations to increase revenue, including a formalized member services and development initiative to increase member and alumni support.

3) Board approves plan and implementation takes place.

3) 2014

3.1) 2014: Board to initiate member services and development recommendations.

CONCLUSION: IN PROGRESS

Development in Strategic Plan 2015-2020

2. b. Develop corporate sponsorships for the web site, awards programs, scholarships, and other relevant areas.

**Development Coordinator;
Web Committee**

1) Development coordinator in consultation with the Web Committee develops criteria for corporate sponsorship of the website.

1) 2012

2) Development Coordinator in consultation with the Board comes up with a list of other possible opportunities for corporate sponsorship and develops criteria.

2) 2013

3) Works with vendors to set up corporate sponsorships.

3) 2014

CONCLUSION: NOT COMPLETED

Development in Strategic Plan 2015-2020

2. c. Create and implement a transition plan between Treasurer office holders.

1) The Treasurer, in consultation with the Budget Task Force, develops a transition plan and implements the plan.

1) 2012

1.1) 2013-2014: Maria and Juliana will write up a document detailing a plan between treasurer office holders; implementation of Treasurer-elect term overlap

CONCLUSION: IN PROGRESS

Treasurer will create plan to be implemented upon election of new Treasurer in November 2016

2. d. Establish a corporate credit account.

1) Treasurer will investigate what the organization needs to do to set up a corporate credit card account and will report to the Board.

1) 2011

CONCLUSION: COMPLETED

2. e. Create a scholarship program for funding attendance at NEA meetings.

**Membership Committee;
Treasurer**

1) Membership Committee will research similar scholarship programs and write recommended guidelines for board approval

1) 2012

1.1) 2012: Membership Committee has investigated options for offering a bridge rate and will be reporting back to board

1.2) Spring 2013: Free meeting registrations are provided via lottery

1.3) Spring 2014: one need-based scholarship and one student scholarship awarded

2) Membership Committee will consult with the Treasurer regarding costs and budgeting the necessary funds.

2) 2012

3) Board will designate a committee to select recipient

3) 2012

3.1) Summer 2014: Scholarship committees formalized

CONCLUSION: COMPLETED

3. a. Communicate events, workshops, meetings, professional best practices, and case studies via the internet

Web Committee; Education Committee;
Communications Committee

1) The Communications Committee will develop a timeline for announcements and a checklist for publicity in consultation with other NEA committees. The committee will also consult with past Program Committee and Local Arrangements Committee chairs. This plan may be part of the overall comprehensive communications plan.

1.1) Spring 2011: The Comprehensive Communications Plan presented at the Spring 2011 Board meeting

2) Web Committee will work out the technical issues related to making it possible to implement those types of communications the board decides should be highest priority

2) 2013

2.1) 2013-2014: Move to Wild Apricot for web and increased Comm Comm communication with Web Committee.

CONCLUSION: COMPLETED

3. b. Promote the use of the online membership directory.

Membership Committee; Web Committee; Nominating Committees

1) Membership Committee will alert members about the directory through website, listservs, Facebook, newsletter

2) Membership Committee will demonstrate the directory and individual updating capability at NEA conferences

3) Membership Committee and Membership Secretary will send regular reminders via listserv asking members to keep membership data current

4) Membership Committee and Web Committee will explore use of membership directory for online renewals

CONCLUSION: COMPLETED

3.c. Create online documentation and communication systems for NEA committees

Board; Ad Committee on Policy and Web Committee

1) Board established Ad Hoc Committee on Policy

1.1) 2011-2013: Board formed Org Eff Committee; Org Eff committee has completed review of all job descriptions

2) Ad Hoc Committee reviews and updates policy documents and presents to the Board for vote
Web Committee Investigate and recommend a software solution. 2) 2014

3) Web Committee Implement new system. 3) 2015

3.1) Web committee implemented PBworks project management system.

CONCLUSION: COMPLETED

3. d. Develop an electronic records management policy.

Board; NEA Archivist; AdBoard
Hoc Committee on Electronic
Electronic Records

1) Establishes Ad Hoc Committee on Records 1) 2013

1.1) 2013-2014: Web coordinator is working on a Records schedule with a Simmons intern to be submitted to the Board for review

1.2) 2014: Web coordinator, incoming President and Rep-at-Large creating records schedule for NEA

2) Ad Hoc Committee develops a plan and presents it to the Board. 2) 2015

2.1) New NEA Records Schedule passed in 2015, which includes provisions for electronic records.

CONCLUSION: COMPLETED

3. e. Provide convenient venues for members to communicate ideas and recommendations to the Board and standing committees.

Membership Committee;
Listserv Coordinator; Web
Committee

1) Membership Committee will use annual surveys to collect feedback.

2) Board will develop interest groups and programming around issues of interest and concerns, including diversity-related issues

CONCLUSION: COMPLETED

3. f. Develop an online infrastructure that assists members in obtaining financial resources.

Communications Committee;
Web Committee

1) The Communications Committee will research and develop a list of relevant resources; the committee will also survey the membership (with the membership committee) to learn what the membership would like as part of this service

CONCLUSION: NOT COMPLETED

4. a. Develop and implement a comprehensive communications plan.

Communications Committee

1) The Communications Committee will develop a comprehensive communications plan and submit plan for Board feedback and approval.

1.1) 2011: Communication Committee Presented a report and plan to the Board at the Spring 2011 Board meeting; parts of the plan were adopted; the Committee plans to work on remaining parts of plan.

2) After Board approval, the Committee will develop timelines and strategies for implementation.

2) 2012

CONCLUSION: COMPLETED

4. b. Develop a marketing mailing list.

Communications Committee;
Development Coordinator

1) The Communications Committee will evaluate effectiveness of current list, clean-up list if necessary, and add information as needed and as informed by other NEA initiatives (such as the diversity goals). The Committee will work with the Development Coordinator on the list.

1.1) 2011: The Comprehensive Communications Plan presented at the Spring 2011 board meeting addressed this issue

CONCLUSION: COMPLETED

4. c. Create an interactive calendar of events and programs.	Web Committee	1) Web Committee will investigate calendar software and will report to the Board.	1) 2013
		2) Web Committee will implement new calendar program.	2) 2014
		2.1) Board will check with Web Coordinator to see if this is feasible (Apricot could be an alternative)	

CONCLUSION: IN PROGRESS

4. d. Develop an effective method for reaching people without online access.	Communications Committee; Membership Committee; Membership Secretary	1) Membership Secretary and Membership Committee will contact members without email addresses to determine who does not use electronic communication	1) 2012
		1.1) 2012: question was included in membership Survey	
		2) Membership Committee and Board will determine the extent of the issue and how to reach out to those affected.	2) 2012
		2.1) 2012: the Board felt that this has become less of an issue because fewer and fewer members do not have email.	
		3) Communications Committee with review data gathered by the Membership Committee and will develop a communications plan based on number of member effected, costs and feasibility.	3) 2013

CONCLUSION: COMPLETED

5. a. Establish organizational roundtables (e.g. on EAD, reference and outreach, museum archives, historical societies, etc.)

Board; Vice President

1) Vice President will investigate and submit report on a proposed structure to the Board.

1) 2013

1.1) Action taken – Membership committee has begun to investigate; presented report at Fall 2011 Board meeting; received feedback and is continuing to investigate.

2) Board will address bylaws if necessary.

2) 2013

3) First Roundtable introduced.

3) 2013

CONCLUSION: COMPLETED

5. b. Develop informal social networking opportunities outside of conferences.

Communications Committee;
Vice President;
Membership Committee,
Web Committee

1) Membership Committee will enhance NEA web site with networking information (info about regional groups and other archival associations, list of archivists who tweet/blog, etc.).

2) Membership Committee will create Ning site where members can communicate.

2.2) Action taken/completed – Membership investigated and found that this initiative was unworkable; initiative dropped.

3) Communications Committee will work. With Membership to publicize new initiatives.

3.1) Action completed – The Comprehensive Communications Plan presented at the Spring 2011 Board meeting addressed this issue.

4) VP will develop and schedule events

4.1) Action taken – Summer with NEA events during Summer 2010; planning continues on other events.

4.2) Membership Committee initiated social Meet-Ups

CONCLUSION: COMPLETED

5. c. Evaluate the use of listservs and other tools for enhancing communication among the membership.

Membership Committee;
Listserv Coordinator

- 1) Membership Committee will survey membership about listservs and other communication methods.
 - 2) Membership Committee and Listserv Coordinator will use survey data to propose changes or additional methods of communication to the Board.
- 2.1) Action completed – The Board eliminated NEAAnnounce Listserv due to low use.

CONCLUSION: COMPLETED

6. a. Create an advocacy policy. *(This policy states NEA’s interest of advocating on behalf of major issues and causes, i.e. Georgia Archives)*

Board

- 1) Board will write a policy and vote on it.
- 1.1 Policy drafted and voted in.

CONCLUSION: COMPLETED

6. b. Expand the awards program. *(in support to the goal of making NEA more visible in New England outside the archives community)*

Representatives at Large

- 1) Representatives at Large will develop a plan or expanding the awards program to be presented to the Board 1) 2014
- 1.2) Student Writing Prize implemented; Reps will continue to investigate and report back to Board.
- 2) Appropriate committees or officers will implement new awards program. 2) 2013

CONCLUSION: COMPLETED

6. c. Seek collaborative grant opportunities with institutions or other organizations that bring resources to the region.

Board

1) Board will investigate opportunities on-going

1) Over the next 5 years

1.1) **No action taken** – the Board felt that this objective was out of their purview but felt it should remain in strategic plan

CONCLUSION: NOT COMPLETED

7. a. Create a more robust educational development structure.

Education Committee

1) Define criteria/terms for stand-alone workshops (see SAA standards for model).

1) 2011

2) Re-examine and redefine mission statement for workshops.

2) 2012

CONCLUSION: COMPLETED

7. b. Expand the number of regional workshops.

Education Committee

1) Offer at least 2 floating workshops in summer and/or fall.

2) Add additional volunteer(s).

2.1) more workshops have been held and additional committee members added.

CONCLUSION: COMPLETED

7. c. Develop educational offering for the Web.

Web Committee; Education Committee

1) Ed committee will investigate and recommend ways to present “best practices”, FAQs, or guides re: basic archival practices. Post on website.

1) 2014

1.1) No action taken – the Board felt that there is a lot out there and recommended that the chair of the Education committee keep this objective in his/her radar as they discover educational opportunities for the membership

CONCLUSION: NOT COMPLETED

8. a. Define the scope of the Outreach Committee.

Board; Outreach Committee

1) Board will work with the Committee to draft a comprehensive job description

1.1) Action completed – The Outreach Committee was disbanded at the Summer 2010 board meeting; the Board is investigating how to fold in some of the Outreach Committee duties into other committees or initiatives.

CONCLUSION: NOT COMPLETED

8. b. Develop methods to raise the profile of NEA within the region.

Communications Committee; Reps-At-Large

1) Outreach committee will develop a plan

1) 2013

1.1) Action taken – Communications Committee has raised NEA profile

CONCLUSION: COMPLETED

9. a. Create ongoing relationship with other regional organizations regarding education and advocacy.

President; Board

1) Board identifies specific organizations

1.1) Action completed – and part of the Comprehensive Communications Plan as well; SAA 2012 Summit meeting and Joint meeting with MARAC

2) President begins making contact with high priority organizations.

2) 2012

CONCLUSION: IN PROGRESS

10.a. Identify the main 3-5 diversity issues facing the organization:

Board; Diversity Task Force

1) Board appoints a Diversity Task Force

1) 2011

2) Diversity Task Force Submits Recommendations to the Board

2) Within 2 year of convening

CONCLUSION: COMPLETED

10. b. Articulate what diversity and inclusion mean to NEA

Diversity Task Force

1) Board presents diversity statement to the membership for vote

1) 2014

CONCLUSION: COMPLETED

10. c. Incorporate diversity considerations into committee activities

All Committees

1) Committees report their 2-3 ways of incorporating diversity and inclusion in to their activities to the Board

1) 2015

2) Board considers and approves implementation of specific activities

2) 2013

CONCLUSION: IN PROGRESS

Inclusion and Diversity initiatives continue in Strategic Plan 2015-2020