

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	1) Membership Committee co-chairs will write the plan and present it to the board at the June 2010 meeting 2) Enact the plan provisions 3) Membership Committee will review the plan annually	1) Spring 2010 2) Ongoing 2010-2015 3) Yearly process, summers 2010-2015
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 1) All year 2) July 3) August-September 4) November
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 2) Membership Committee will establish communications with Northeast graduate programs in archives/public history re: shadowing 3) Membership Committee will run NEA job shadowing program throughout the region each spring	1) 2010-2011 2) 2011 3) 2012-2015

2. a. Develop strategies to increase revenue.	Board, Treasurer, and Budget Task Force	<ol style="list-style-type: none"> 1) Board set up Budget Task Force. 2) Treasurer in consultation with Task Force develops a business plan that includes a set of strategies to increase revenue. 3) Board approves plan and implementation takes place. 	<ol style="list-style-type: none"> 1) By Summer 2010 2) By Spring 2011 3) By Fall 2011
2. b. Develop corporate sponsorships for the web site, awards programs, scholarships, and other relevant areas.	Development Coordinator and Web Committee	<ol style="list-style-type: none"> 1) Development coordinator in consultation with the Web Committee develops criteria for corporate sponsorship of the website. 2) Development Coordinator in consultation with the Board comes up with a list of other possible opportunities for corporate sponsorship and develops criteria. 3) Works with vendors to set up corporate sponsorships. 	<ol style="list-style-type: none"> 1) By Spring 2011 2) By Spring 2012 3) By Spring 2013
2. c. Create and implement a transition plan between Treasurer office holders.	Treasurer and Budget Task Force	The Treasurer, in consultation with the Budget Task Force, develops a transition plan and implements the plan.	By Spring 2012
2. d. Establish a corporate credit account.	Treasurer	Treasurer will investigate what the organization need to do to set up a corporate credit card account and will report to the Board.	By Spring 2011
2. e. Create a scholarship program for funding attendance at NEA meetings.	Membership Committee and Treasurer	<ol style="list-style-type: none"> 1) Membership Committee will research similar scholarship programs and write recommended guidelines for board approval 2) Membership Committee will consult with the Treasurer regarding costs and budgeting the necessary funds. 3) Board will designate a committee to select recipient 	<ol style="list-style-type: none"> 1) By Spring 2011 2) By Fall 2011 3) By Winter 2012

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

Web Committee, Education Committee, and 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.
- 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

- 1) Report at Winter Board meeting 2012
- 2) By Winter 2013

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

Membership Committee, Web Committee and Nominating Committee

- 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.

- 1) spring/summer 2010
- 2) Fall 2010 conference
- 3) 2010-2011
- 4) 2010, with expectation of implementation in January 2011

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

Board, Ad Hoc Committee on Policy and Web Committee

- Board establishes Ad Hoc Committee on Policy.
- Ad Hoc Committee Reviews and updates policy documents and presents the to Board for vote.

- By Fall 2010 Meeting
- By Spring 2014 Meeting

		Web Committee Investigate and recommend a software solution.	By Spring 2014 Meeting
		Web Committee Implement new system.	By Spring 2015 Meeting
3. d. Develop an electronic records management policy.	Board, NEA Archivist and Ad Hoc Committee on Electronic Records	Board establishes Ad Hoc Committee on Electronic Records.	By Fall 2011 Meeting
		Ad Hoc Committee develops a plan and presents it to the Board.	By Spring 2015
3. e. Provide convenient venues for members to communicate ideas and recommendations to the Board and standing committees.	Membership Committee, Listserv Coordinator and Web Committee	1) Membership Committee will use annual surveys to collect feedback 2) Board will develop interest groups around issues of interest and concern, including diversity-related issues]	1) 2010-onward (yearly) [2) 2012]
3. f. Develop an online infrastructure that assists members in obtaining financial resources.	Communications Committee and Web Committee	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.	Initial structure and plan for the online service to be presented at the Summer Board meeting, 2014
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) Presented at Spring Board meeting, 2011 2) Report at Winter Board meeting 2012

4. b. Develop a marketing mailing list.	Communications Committee and Development Coordinator	2) After Board approval, the Committee will develop timelines and strategies for implementation. 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.	Report at Spring Board meeting, 2011
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. 2) Web Committee will implement new calendar program.	1) By Spring 2012 2) By Spring 2013
4. d. Develop an effective method for reaching people without online access.	Communications Committee and Membership Committee/Membership Secretary	1) Membership Secretary and Membership Committee will contact members without email addresses to determine who does not use electronic communication 2) Membership Committee and Board will determine the extent of the issue and how to reach out to those affected. 3) Communications Committee will review data gathered by the Membership Committee and will develop a communications plan based on number of member effected, costs and feasibility.	1) fall 2010 2) 2011 3) By Winter 2013
5. a. Establish organizational roundtables (e.g. on EAD, reference and outreach, museum archives, historical societies, etc.)	Board and Vice President	1) Vice President will investigate and submit report on a proposed structure to the Board. 2) Board will address bylaws if necessary. 3) First Roundtable introduced.	1) By Winter 2011 2) By Spring 2011 3) By Fall 2011
5. b. Develop informal social networking opportunities	Communications Committee, Vice President, Membership	1) Membership Committee will enhance NEA web site with networking information (info	1) By Spring 2011 2) By Spring 2012

outside of conferences.	Committee, and Outreach Committee, Web Committee	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. 3) Communications Committee will work with Membership to publicize new initiatives. 4) VP will develop and schedule events	3) Beginning summer 2012 4) For calendar year 2013.
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.	1) fall 2010 2) 2011
6. a. Create an advocacy policy.	Board	Board will write a policy and vote on it.	Summer 2010 Board Meeting
6. b. Expand the awards program.	Representatives at Large	1) Representatives at Large will develop a plan for expanding the awards program to be presented to the Board. 3) Appropriate committees or officers will implement new awards program.	1) By Spring 2011 2) By Spring 2013
6. c. Seek collaborative grant opportunities with institutions or other organizations that bring resources to the region.	Board	Board will investigate opportunities on-going	Over the next 5 years
7. a. Create a more robust educational development structure.	Education Committee	Define criteria/terms for stand-alone workshops (see SAA standards for model). Re-examine and redefine mission statement for workshops.	By Fall 2011 board meeting. By Winter 2012 meeting.

7. b. Expand the number of regional workshops.	Education Committee	1) Offer at least 2 floating workshops this summer and/or fall.	1) By end of 2010.
		2) Add additional volunteer(s).	2) By end of 2010.
7. c. Develop educational offering for the Web.	Web Committee and Education Committee	Ed committee will investigate and recommend ways to present “best practices”, FAQs, or guides re: basic archival practices. Post on website.	By Spring 2014.
8. a. Define the scope of the Outreach Committee.	Board and Outreach Committee	Board will work with the Committee to draft a comprehensive job description	Fall 2010
8. b. Develop methods to raise the profile of NEA within the region.	Outreach Committee	Outreach committee will develop a plan	Spring 2011
9. a. Create ongoing relationship with other regional organizations regarding education and advocacy.	President/Board	1) Board identifies specific organizations	1) By Spring 2011
		2) President begins making contact with high priority organizations.	2) By Spring 2012
10. a. Identify the main 3-5 diversity issues facing the organization:	Board and Diversity Task Force	Board appoints a Diversity Task Force	By Spring 2011
		Diversity Task Force Submits Recommendations to the Board	Within 1 year of convening

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

Diversity Task Force

Diversity Task Force submits a finished draft of a diversity statement to the Board for approval.

Within 1 year of convening.

Board presents diversity statement to the membership for vote

At Spring 2012 meeting

10. c. Incorporate diversity considerations into committee activities

All Committees

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

By Spring 2013

Board considers and approves implementation of specific activities

By fall 2013