

NASCA 2019 Strategic Plan
Approved by Executive Committee - 5.6.19

Goal 1	NASCA is the recognized association for state government's operational excellence		Timeline for Tactic Completion				Responsible Parties		
	Strategy	Tactic	Q219	Q319	Q419	Q120	Comm	Staff	Other
1.10	Position Chief Administrators as the collective voice for state government operations	Execute Media Partnerships (MOUs) with Governing, RouteFifty and targeted media. Agreements will prioritize operational excellence, enterprise wide transformation, and government management best practices. Staff will achieve six mentions for 2019-2020 with priority media partners.	x	x	x	x	Strategic Part	x	
1.20		Seek at least four speaking opportunities with partner associations or comparable media outlets in 2019-2020. Tier one partners will be a focus for this goal.		x	x	x	Strategic Part	x	
1.30	Develop a strategic partnership strategy	Focus on Tier 1 partnerships while remaining flexible to other partnership opportunities.	x	x	x	x	Strategic Part	x	
1.40		Develop a state member liaison program and seek state member liaison or staff to attend at least three Strategic Partners Events	x	x	x	x	Strategic Part	x	
1.50		Engage at least two strategic partners to build content for the Spring Conference	x	x	x	x	Strategic Part	x	
1.60		Analyze Strategic Partners Top Ten Priorities to develop and inform NASCA's Top Ten Policy Priorities			x	x	Strategic Part	x	
1.70		Engage at least one strategic partner to inform one of NASCA partnered research projects				x	Programs	x	
1.80		Develop at least three co-branded educational deliverables with strategic partners to drive operational excellence and strategic alignment in states	x	x			Strat/Pro	x	
1.90		Engage Tier 1 partners in NASCA events.	x	x	x	x	Strategic Part	x	
1.10		Co-host a small-scale meeting with association executive directors/senior staff of strategic partners	x	x			Strategic Part	x	
1.11		Co-host a small-scale meeting with association executive directors/senior staff of strategic partners		x		x		x	
1.12		Enhance Membership Engagement	Complete transition orientation with all new state chief administrators	x	x	x	x		x
1.13	Maintain engagement in committee/workgroup participation by 25 states		x	x	x	x		x	
1.14	Maintain engagement by deputy directors in conference attendance		x	x				x	
1.15	Maintain engagement by state chief administrators in conference attendance		x	x				x	
1.16	Create an ongoing engagement strategy for corporate partners		x	x	x	x	NCC	x	
1.17	Create new track(s) or a butterfly event that may appeal to Tier One Strategic Partners or Deputy Forum participants at the 2020 Spring Conference				x	x	Programs	x	

Goal 1: Who NASCA Is

Goal 2	NASCA is the preferred community and trusted resource for Chief Administrators and their teams.		Timeline for Tactic Completion				Responsible Parties		
	Strategy	Tactic	Q219	Q319	Q419	Q120	Comm	Staff	Other
2.1	Develop member driven programs and educational resources that provide value and resources for ALL members of the NASCA community (Includes: education, collaboration, partnerships, inclusiveness)	Use the top 10 list to guide the Programs Committee	X	X	X	X	Programs		
2.2		Provide targeted networking resources for deputy directors	x	X	X	x		X	
2.3		Expand awards programs to enhance awareness of state members work, add a public-private partnership recognition and deputy recognition	X	X			Awards	X	
2.4	Curate and disseminate best practices, success stories, case studies, and all other relevant information	Identify quality content in alignment with the Top Ten. NASCA will seek resources/whitepapers/research/templates from 10 states and 5 corporate members for curation, which would add approximately 20 new resources (not including committee documents) by December 2019	X	X	X	X		X	
2.5		Partner with corporate members to develop up to 5 independent webinars on topics connected to NASCA's Top 10	X	X	X	X	Programs	X	
2.6		Complete 2 robust partnered research projects and collateral materials with corporate partners on topics in alignment with NASCA's Top 10	X	X	X	X	Programs/W orkgroup	X	
2.7	Provide robust in-person, executive education with academic rigor that aligns with NASCA's Top 10 and spotlights case studies from state chief administrators	Partner with academic facilitator to host the 2019 Institute, and set conference goals at the committee level to align with the strategic plan	X	X	X	X	Institute	X	
2.8		Design and execute the 2020 Spring Conference. Set conference goals and learning objectives at the committee level to align with the strategic plan. Use topical workgroups to develop sessions.		X	X	X	Programs	X	
2.9		Develop strategy to welcome first time attendees and new SCA at all in-person events		X		X	Prog/Insti/ Exec Comm	X	

GOAL 2: What NASCA Offers

Goal 3	NASCA has the appropriate structure and resources (financial & other) to achieve its goals.		Timeline for Tactic Completion				Responsible Parties		
	Strategy	Tactics	Q219	Q319	Q419	Q120	Comm	Staff	Other
3.1	Identify operational needs (structure) to achieve goals	Refresh and adopt a committee structure every November					President/ EC	X	
3.2	Identify monetary resources to meet NASCA's operational needs.	Continue to increase revenue to achieve goal of fully support full travel reimbursements for primary state member two conferences				X	Finance	X	
3.3		Identify potential non-dues, non-sponsorship revenue streams			X	X		X	
3.4	Create a development campaign (12 months)	Develop corporate partner membership and sponsorship investment goals, both by event and for publications/partnered research. Publish Corporate Partner Prospectus annually.		X	X		Finance/ Programs/ NCC	X	

Goal 3: How NASCA does it