

**Strategic Directions
Nonprofit Institute at CSM
2016-2017**

Updated: 23 SEP 2016

Strategic Direction 1: Ensure value of training provided by the NPI

	Responsibility	Report out
1.1 Determine training formats that reflect the preferences of nonprofits including standard form and webinar	Team	On Going
1.2 Research the interest and feasibility of module-based multiple session certificate courses that result in job skill enrichment and formal documentation	Harriet/ Cara / Barbara	Pending
1.3 Identify resourceful and informal free training sessions for the southern Maryland region such as Southern Maryland Gives tutorial training and a nonprofit overtime info session	Team	In-progress

Strategic Direction 2: Review the Structure of the NPI

	Responsibility	Report out
2.1 Research, review, and post new and ongoing NPI resource opportunities such as pro bono, reduced rates, and MNO membership discounts	Team	Ongoing
2.2 Review the NPI Advisory Council membership for continuing interest and invite new membership as needed; regularly update contact information	Team	In-progress
2.3 Identify each NPI team member individual responsibilities to support the NPI mission and strategic goals.	Barbara	Done

Strategic Direction 3: Measure the Effectiveness of NPI's Marketing Efforts**Responsibility****Report out**

3.1 Measure the value of the NPI website	Team	Ongoing
3.2 Measure the value of the NPI e-blasts	Team	Ongoing
3.3 Participate in county events to increase NPI awareness in the southern Maryland community	Team	In-progress
3.4 Identify at least 3 new nonprofits to NPI and its resources and support	Team	In-progress

Strategic Direction 4: Review the Effectiveness of NPI's Annual Conference**Responsibility****Report out**

4.1 Plan and follow-through with stakeholder planning team to develop the 2017 conference theme, format, break-out session ideas and training course interest subjects	Team	In-progress
4.2 Determine the most effective method to recognize volunteers at the conference or a separate event	Team	In-progress
4.3 Determine which awards should be presented and how they should be presented at the Conference	Team	Pending
4.4 Promote sponsorship and exhibitor table support	Team	Pending

Strategic Direction 5: Review and Enhance the Effectiveness of NPI's Current Activities**Responsibility****Report out**

5.1 Review the effectiveness of the Executive Directors Meetings	Harriet/ Cara/ Barbara	Ongoing
5.2 Identify new affinity groups to lead in group support sessions such as faith-based affinity groups and fundraising professionals	Team	In-progress
5.3 Grow SoMDGives and VSM through various communication mediums including radio, local newspapers, and newsletters	Cara	In-progress

5.4 Identify methods of volunteer recognition including such initiatives as volunteer fair and appreciation luncheon	Team	Pending
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Strategic Direction 6: New Initiatives

Responsibility

Report out

6.1 Organize meetings of organizations with similar missions to better coordinate, collaborate, and possibly merge	Team	In-progress
6.2 Review and update the pro bono assistance listing on the website	Cara	On-going
6.3 Initiate partnering different organizations with common themes to support and share resources such as veteran support groups and food pantries	Team	In-progress
6.4 Explore models for "Return on Investment" that can be shared with nonprofits	Team	Ongoing
6.5 Build NPI awareness and resource assistance among the Charles County nonprofits	Cara/ Michelle	Pending

Strategic Directions 7: Enhance Board Development Activities

Responsibility

Report out

7.1 Annually survey the Executive Directors on the feasibility/desirability of assisting nonprofits secure effective Board members	Team	Ongoing
7.2 Annually survey nonprofit leadership on the need for Board member orientation assistance	Team	Ongoing