

**Strategic Directions
Nonprofit Institute at CSM
2015-2016**

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

	Responsibility	Report out
1.1 Conduct a survey of nonprofits to elicit up-to-date information about their organizational status, interests, and preferences.	Harriet	Done
1.2 Using survey results, determine when/how often training should be provided.	Harriet	Done
1.3 Ensure that content of training responds to the expressed needs of nonprofits.	Harriet	Done
1.4 Determine training formats that reflect the preferences of nonprofits (e.g., online courses, all-day sessions, multiple sessions on a given topic).	Team	On Going
1.5 Depending on survey results, decide whether to provide certificates and determine the requirements for earning a certificate.	Harriet/?	Pending
1.6 Review the feasibility and usefulness of providing informal training (e.g., non-fee workshops).	Harriet/?	Pending

Strategic Direction 2: Review the Structure of the NPI

	Responsibility	Report out
2.1 Review the structure of the NPI institute—should they operate so independently?	Team	Pending
2.2 Determine what administrative assistance is needed and provide options for funding it	Team	Ongoing
2.3 Review CSM's resources and determine which could be better used to help the NPI	Team	Ongoing
2.3 Explore the value of the NPI Advisory Councils	Team	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 Review the effectiveness of the NPI eblasts	Team	Ongoing
3.3 Review the effectiveness of the NPI Newsletters	Team	Ongoing
3.4 Measure the effectiveness of the NPI listing in the course guides	Team	Done
3.5 Review the effectiveness of the NPI's presence at community events	Team	Ongoing

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

4.1 Review the array of tracks and whether there should be offered at different levels	Team	Done
4.2 Review the overall conference structure	Team	Done
4.3 Determine which awards should be presented at the Conference	Team	Done

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	Team	Ongoing
5.2 Review the effectiveness of the Volunteer Coordinator Meetings	Harriet	Done
5.3 Determine if there should be additional Learning Circles (e.g., Board Chairs)-determined not to pursue this based on feedback	Team	Done
5.4 Grow SoMDGives and VSM		Ongoing

Strategic Direction 6: New Initiatives**Responsibility****Report out**

6.1 Review the desirability of developing membership categories		Pending
6.2 Begin bringing organizing meetings of organizations with similar missions to better coordinate, collaborate, and possibly merge		Pending
6.3 Develop a pro bono assistance listing		Pending
6.4 Review current partnerships and determine ones that should be developed	Team	Pending
6.5 Develop a plan to develop a rich array of resources/materials for nonprofits (many could be online)	Team	Done
6.6 Explore models for "Return on Investment" that can be shared with nonprofits	Team	Ongoing

Strategic Directions 7: Enhance Board Development Activities**Responsibility****Report out**

7.1 Determine the feasibility/desirability of assisting nonprofits secure effective Board members-determined not to pursue this based on feedback	Team	Done
7.2 Refine new Board member orientation-determined not to pursue this based on feedback	Team	Done
7.3 Develop an orientation package for all Board members-determined not to pursue this based on feedback	Team	Done