

**Strategic Directions  
Nonprofit Institute at CSM  
2017-2018**

Updated: 26 JUL 2017

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

	<b>Responsibility</b>	<b>Report out</b>
1.1 Determine training formats that reflect the preferences of nonprofits including standard form and webinar	Team	Ongoing
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	In-progress researching
1.3 Identify and partner to provide resourceful and informal free training sessions for the southern Maryland region	Team	Ongoing

**Strategic Direction 2: Review the Structure of the NPI**

	<b>Responsibility</b>	<b>Report out</b>
2.1 Research and review new and ongoing NPI resource opportunities such as pro bono, reduced rates, grant opportunities, 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	Ongoing
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 Measure the value of social media	Cara	Ongoing
3.4 Participate in events to increase NPI awareness in the southern Maryland community	Team	Ongoing
3.5 Identify at least 3 new nonprofits to NPI resources and support	Team	Ongoing

**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 conference theme, format, break-out session ideas and training course interest subjects	Team	Ongoing
4.2 Determine the most effective method to recognize volunteers at the conference or a separate event	Team	In-progress
4.3 Promote conference sponsorship and exhibitor table participation	Team	Ongoing

**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 Maintain current and identify new affinity groups to lead in group support sessions	Team	Ongoing
5.3 Grow Volunteer Southern Maryland (VSM) through various communication mediums	Cara	In-progress

**Strategic Direction 6: New Initiatives**

**Responsibility**

**Report out**

6.1 Explore models for "Return on Investment" that can be shared with nonprofits	Team	Pending
6.2 Explore partnerships to build community awareness and value offered opportunities	Team	In-progress
6.3 Increase awareness of NPI activities among county leaders and government officials	Team	In-progress