

**Strategic Directions  
Nonprofit Institute at CSM  
2018-2019**

August 2018

**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	In-progress researching
1.3 Identify and partner to provide resourceful and informal free training sessions for the Southern Maryland region (examples: are free grants training and pending Southern MD Heritage Grant Areas).	Team	Ongoing

**Strategic Direction 2: Measure the Effectiveness of NPI's Marketing Efforts**

	<b>Responsibility</b>	<b>Report out</b>
2.1 Measure the value of the NPI website	Team	Quarterly
2.2 Measure the value of the NPI e-blasts	Team	Quarterly
2.3 Measure the value of social media	Team	Quarterly
2.4 Participate in events to increase NPI awareness in the southern Maryland community	Team	Ongoing

**Strategic Direction 3: Review the Effectiveness of NPI's Annual Conference****Responsibility****Report out**

3.1 Develop the conference theme, format, break-out session ideas	Team	Quarterly
3.2 Promote conference sponsorship and exhibitor table participation	Team	January
3.3 Debrief conference with respect to attendance, satisfaction, and financial outcomes	Team	March

**Strategic Direction 4: Review and Enhance the Effectiveness of NPI's Current Activities****Responsibility****Report out**

4.1 Maintain Executive Directors Meetings	Harriet/ Cara	Quarterly
4.2 Maintain current and identify new affinity groups to lead in group support sessions	Team	Quarterly
4.3 Grow Volunteer Southern Maryland (VSM) through various communication mediums	Team	Quarterly

**Strategic Direction 5: New Initiatives****Responsibility****Report out**

5.1 Explore partnerships to build community awareness and value offered opportunities (examples: pro bono services, Taproot, Project Managers Association, Volunteer Fair)	Team	Quarterly
5.2 Explore ways to collaborate with Small Business Development Center and Workforce Center	Team	Quarterly