

# NONPROFIT INSTITUTE

## STRATEGIC PLAN 2014-2015

A strategic plan is key to every organization's long-term success. A good plan helps define goals, focuses energy and resources, and communicates priorities. The Nonprofit Institute at the College of Southern Maryland advocates that nonprofit organizations - of all sizes - commit to strategic planning in order to effectively execute their missions. During the winter of 2013-2014, the staff of the Nonprofit Institute crafted its own strategic plan. While many of the 2014-2015 objectives are operational, it sets a clear path for providing outstanding services to the region's nonprofit organizations in a cost-effective manner.

### Goal 1: The NPI utilizes efficient and effective processes and procedures

#### Objective 1.1: Ensure that administrative tasks are streamlined and efficient

Action Item	Report Out Date
1.1.1 - Streamline and refine the registration process (including how to accept payments)	2015, Q1
1.1.2- Ensure that the two coordinators have a good understanding of, and involvement in, the budgeting process	2015, Q1
1.1.3- Analyze the how coordinator time is apportioned to determine if best use of time	2014, Q2
1.1.4- Review the NPI structure: two vs one NPI	2014, Q3
1.1.5- Create checklists for repetitive programs (i.e. the Annual Conference, etc)	2014, Q4

#### Objective 1.2: Ensure proper and effective staffing

1.2.1- Review staffing and determine optimal levels and types of staffing, especially with regard to administrative support	2014, Q3
1.2.2- Determine the training needs of the NPI staff (what they know and need to know)	2014, Q4
1.2.3- Identify "time-sinks" and devise ways of eliminating them	2014, Q2

#### Objective 1.3: Assure effective communication within the NPI units and with the President

1.3.1- Review how communication is occurring and develop ways to improve it	2014, Q3
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### Goal 2: The NPI provides effective programs that address the needs of the region's nonprofits

#### Objective 2.1: The NPI deploys effective research/evaluation tools

2.1.1.- Devise a more sophisticated approach to determining the needs of the nonprofits	2015, Q1
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#### Objective 2.2: The NPI provides effective programming

2.2.1- From 2.1.1, create a schedule of courses, and delivery approaches, that truly meets	2014, Q2
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the identified needs of nonprofits	
2.2.2- Review the feasibility/desirability of offering certification programs	<b>2015, Q1</b>
2.2.3- Complete a review of the array of programs offered by the NPI and develop a launching schedule	<b>2015, Q1</b>

### **Goal 3: The NPI deploys effective approaches to marketing and communication**

#### **Objective 1: Deploy More Effective Print Approaches**

3.1.1- Develop a system of creating press releases/announcements of all training programs	<b>2014, Q3</b>
3.1.2- Consider the desirability/feasibility of a newsletter	<b>2014, Q3</b>

#### **Objective 3.2: Deploy More Effective Electronic Communication**

3.2.1- Create a system to more effectively keeps email lists up-to-date	<b>2014, Q3</b>
3.2.2- Maintain lists that identify and can segregate St Mary's, Charles and Tri County organizations	<b>2014, Q3</b>
3.2.3- Review the website—its effectiveness; how it is managed; how it is updated; how information is input	<b>2015, Q2</b>
3.2.4- Devise a way to provide effective social media	<b>2015, Q2</b>
3.2.5- Develop a standard presentation on the NPI that can be used by all involved	<b>2014, Q2</b>

### **Goal 4: The NPI enjoys effective partnerships that help it realize its mission**

#### **Objective 4.1: Current partnerships are effective**

4.1.1- Develop a list of existing partnerships and indicate the nature and effectiveness of each	<b>2014, Q2</b>
4.1.2- Devise a plan to enhance these relationship	<b>2015, Q3</b>

#### **Objective 4.2: Develop new partnerships**

4.2.1- Develop a list of desirable partnerships and a plan to implement	<b>2014, Q3</b>
4.2.2- Determine the role (if any) of Volunteer Southern Maryland in the NPI	<b>2014, Q3</b>
4.2.3- Determine how the NPI can enhance philanthropic giving	<b>2014, Q4</b>

### **Goal 5: The NPI regularly and effectively ascertains its effectiveness**

#### **Objective 5.1: Interactions between all segments of the NPI**

5.1.1- Determine the most effective approaches to coordinate activities of the two nonprofit institutes	<b>2014, Q3</b>
5.1.2- Determine the feasibility/desirability of meetings	<b>2014, Q4</b>

#### **Objective 5.2: Ensure that the NPI institute uses effective evaluation approaches**

