

Section 4: Annual Strategic Projects

This Section presents NACM's annual strategic initiatives and/or priority projects. It will be updated annually when NACM establishes new strategic priorities.

Strategic Focus Area #1:

Strategic Focus Area #1: Membership – Recruitment, Retention, and Engagement	
2016-2017 Strategic Projects	Lead Person/Committee Responsible
1. Conduct recruitment campaign targeting states with low membership	Membership Committee
2. Launch new onboarding process/program for new members	Membership Committee
3. Develop recommendations and action plan for improving data collection and tracking of key NACM metrics (such as demographics of NACM membership, tracking other vital data/metrics – start with those related to strategic projects)	Membership Committee
4. Enhance materials that communicate the value of membership and return on investment	Membership Committee

Strategic Focus Area #2:

Strategic Focus Area #2: Education and Resources Provided by NACM	
2016-2017 Strategic Projects	Lead Person/Committee Responsible
1. Improve NACM website – Phase 1: Evaluate and report on the function, purpose and use of NACM's website	Communications Committee
2. Evaluate and make recommendations for improving/updating NACM's existing resources	Communications Committee
3. Provide or conduct a web-based educational program each quarter	Communications Committee