

North American



Young Generation in Nuclear

Strategic Plan for May 2011 to August 2012

Content

Chapter 1	Mission Statement, NA-YGN Goals, Executive Summary, Document Overview
Chapter 2	Professional Development Summary
Chapter 3	Recruiting & Retention
Chapter 4	Knowledge Transfer
Chapter 5	Public Information
Chapter 6	Networking
Chapter 7	Infrastructure
Chapter 8	2011/12 Annual Budget
Chapter 9	NA-YGN Core, Committee Chairs and Regional Leads, Final Words

This page intentionally left blank.



Chapter 1

Mission Statement

NA-YGN provides opportunities for a young generation of nuclear enthusiasts to develop leadership and professional skills, create life-long connections, engage and inform the public, and inspire today's nuclear technology professionals to meet the challenges of the 21st century.

NA-YGN Goals

- Provide a forum for the Professional Development of its membership.
- Actively participate in Public Information by informing and educating the general population about nuclear science and technology.
- Actively participate in Recruitment and Retention for NA-YGN and the Nuclear Industry.
- Contribute to the Knowledge Transfer among generations of nuclear professionals.
- Provide opportunities for members to Network.

Executive Summary

In our 12 successful years of operation, North American – Young Generation in Nuclear (NA-YGN) has proven to be a sustainable and valuable organization contributing to the development of young professionals in the nuclear science and technology field. NA-YGN continues to provide opportunities for members to focus their energy towards improving the nuclear industry and communicating with the public about the benefits of nuclear energy. Last year, the NA-YGN leadership Core determined that this level of success, combined with significant changes within the nuclear industry itself, merited a change in our mission statement. That new mission statement is reflected above. However, while the words of the mission statement have changed, the goals of the organization have not. Our mission statement now more clearly aligns with the vision set forth by our founders and achieved by our devoted membership.

In the 2010-2011 business year, NA-YGN successfully executed three major strategic changes. The mission statement has been updated and was approved by the membership. The +One initiative was successfully kicked off to help members integrate with other professional societies and communities of practice within the nuclear field; connecting members with opportunities they might not otherwise have had and helping ensure the future success of our partnering organizations. Finally, a new fundraising strategy was implemented. The fundraising team successfully raised and exceeded the target level of contributions to support an operating budget for this 2011-2012 business year. The new fundraising strategy allows for NA-YGN to raise monies for a year-long operating budget, rather than for individual events and activities, thus providing budget flexibility for the Core as well as only contacting sponsor companies once per year on a consistent and reliable schedule.

For this next 2011-2012 business year, the strategic plan contains the goals necessary to support three new strategic efforts for the organization. NA-YGN has now grown to over 90 chapters and more than 7000 members. With this growth comes a responsibility to ensure that our chapters continue to deliver the benefits members have come to expect. Chapter health and diversity will be a focus in this next year. Efforts are already underway to ensure that the growth that the organization has experienced will be sustainable. This work will include metrics to track the health of our local chapters and tools to reinvigorate chapters that need assistance. Diversity of membership will also be a part of this focus, as NA-YGN endeavors to reach out beyond its traditional member base of engineers to serve the needs of a wider array of young professionals from the nuclear science and technology field. Much of the work NA-YGN has in store for 2011-

2012 will revolve around the next professional development conference. NA-YGN successfully won a bid to bring the International Youth Nuclear Congress to North America for the first time since 2004 in Toronto, Canada. The 2012 IYNC will be hosted by NA-YGN in Charlotte, North Carolina. It will expand the annual conference's traditional format to include multiple technical tracks with paper submissions, social events and technical tours, as well as an international participation and presence that the annual conference has not previously seen. This is an exciting opportunity for all of our members to both participate in and to help plan. Finally, all of NA-YGN's activities this year, particularly in the realm of public information, will be significantly influenced by the tragic events surrounding the earthquake and tsunami in Japan that precipitated the current situation at the Fukushima Dai-ichi site. More now than ever, NA-YGN will need to step up its efforts in public engagement and government outreach to provide factual and balanced information to a populace whose trust in nuclear energy is likely more fragile now than it ever has been since the founding of NA-YGN. It will be our continuing duty and responsibility to work with our sponsor companies and industry groups to apply the lessons learned from this event to maintain the safe operation of our facilities while communicating to the public to ease fears and promote rational discourse.

Even with these three significant efforts, NA-YGN will continue to pursue the activities members have participated in for years. The Core, committee chairs and regional leads have developed a strategic plan that will ensure the organization's actions are aligned with our five goals. Core sponsors have been assigned to provide executive support to each activity, but the committee chairs, regional and local chapter leads will manage the activities. This will allow the Core time to focus on leading the three strategic efforts for the organization.

Document Overview

NA-YGN members are encouraged to review the Strategic Plan and provide comments back to the Core, committee chairs and regional leads. Activities can always be amended or added during the year. The enthusiasm of our members is what makes us successful. We want to encourage members to step-up and volunteer wherever they see fit.

The document is laid out in nine chapters. Chapters two through six contain the organizations five strategic goals. Activities are combined under the strategic goals. The seventh chapter "infrastructure" was added to cover the activities necessary to support the normal operations of NA-YGN.

Each section includes an overview of the objective along with a list of the continuing and new actions. Individual actions are then described.

Chapter 2

Professional Development

Overview

NA-YGN supports young professionals in the nuclear science and technology industry by providing professional development opportunities to further develop member's leadership and technical abilities. These opportunities include a wide range of topics such as: effective communication, project management, team building, networking, budget management, proposal development, strategic planning, public speaking, understanding the industry climate, market drivers, and implications of political actions. With collaborative partners, NA-YGN delivers this content through various workshops, webinars, and political and community outreach at different industry events.

New Initiatives

PD1. Improve PD portion of website

Core Sponsor: Professional Development Chair

Committee / Committee Chair: PD Committee / IYNC 2012 Chair

Goal(s): Target Completion date- 1Q12

Improve PD portion of website to include more tools for members to use such as meeting topics, presentations, etc...To give a central location for all PD resources.

Existing Initiatives

PD2. IYNC 2012

Core Sponsor: Professional Development Chair

Committee / Committee Chair: PD Committee / IYNC 2012 Chair

Goal(s): Target Completion date- On-going

IYNC 2012 will be in Charlotte, NC. The theme is "Strategic Planning: Opportunity for Innovative Growth." Continue to have high quality, professionally run conference with various topics of interest that cater to the diverse population of NA-YGN.

PD3. +One

Core Sponsor: Past President

Committee / Committee Chair: Core

Goal(s): Target Completion date- 4Q11 and On-going

Leverage relationships with other industry organizations and professional societies to identify communities of practice where NA-YGN members can participate. Have an active program with the American Nuclear Society by 4Q11.

Explore +One Program with Electric Power Research Institute, Institute of Nuclear Power Operations, Canadian Nuclear Society and American Society of Mechanical Engineers.

PD4. Regional PD Workshops

Core Sponsor: US Affairs, Mexican Affairs, & Canadian Affairs Chairs

Committee / Committee Chair: Regional Leads / All Regional Leads

Goal(s): Target Completion date- On-going

Support at least four regions in holding Regional PD Workshops.

In addition to the overall goal of connecting chapters, these workshops will include professional development aspects that are developed by the regional and chapter leads and are unique to each regional activity.

Support the regional leads in planning the Regional Workshops that include PD Content.

PD5. Webinars

Core Sponsor: Professional Development Chair

Committee / Committee Chair: PD Committee / Webinar Chair

Goal(s): Target Completion date- On-going

The goal in 2011-12 is to build upon the previous year's webinar success and continue quarterly webinars and to keep recording the webinars allowing members to view them at a later time.

PD6. 2011 Young Professionals Congress

Core Sponsor: Professional Development Chair

Committee / Committee Chair: PD Committee / Michael Hope

Goal(s): Target Completion date- 4Q11

The goal in 2011-12 is to work with the ANS Young Members Group to prepare for the 2011 YPC. This congress will be held in conjunction with the ANS Winter Meeting in 2011. Once the format is decided, NA-YGN will be responsible for a professional development component, typically soft skills focused, content during the meeting as well as plenary content. The ANS Young Members Group coordinates the logistics and all technical content for the meeting.

Provide a vehicle for funding 2011 YPC

PD7. Five Year PD Vision and Goals

Core Sponsor: President

Committee / Committee Chair: PD Committee / Erin West

Goal(s): Target Completion- 3Q11

The nuclear industry has changed dramatically over the past decade, and will continue to evolve over the next. The industry will need to find a way to recruit and train a new generation of workers to take over the industry and help build new plants. NA-YGN will inevitably have a role in the development of this workforce. This initiative will be led by the President and result in a position paper. The President will work with the PD committee to help craft a vision for what role NA-YGN should play in the development of the next generation of Nuclear, Science and Technology Professionals. This will include how NA-YGN will effectively interact with other industry groups already leading initiatives in this area.

PD8. Electronic Access to PD Webinars

Core Sponsor: PD Chair

Committee / Committee Chair: PD Committee / Erin West

Goal(s): Target Completion date- February 2012

The Webinar Chair will be evaluating options for how to record webinars to allow members to listen to the webinars at a later date.

Chapter 3

Recruiting & Retention

Overview

NA-YGN is in a unique position to recruit and help retain other young professionals by relating directly to an audience. NA-YGN develops and partners with other organizations, which have programs that attract new young professionals to the nuclear science and technology fields. NA-YGN concentrates on activities that increase the membership of NA-YGN and the number of local chapters. Recruiting and retaining young professionals is also accomplished through the activities of local chapters. Supporting the health and development of NA-YGN local chapters is a vital piece in retaining our members and recruiting new young professionals to join both NA-YGN and the nuclear industry.

New Initiatives

RR1. New Member Diversity Drive

Core Sponsor: President

Committee / Committee Chair: Michael Hope

Goals(s): Target Completion date- 4 Q11

NA-YGN successfully modified the registration process in 2011 to identify the discipline of registering members. Nearly two-thirds of the membership comes from an engineering position. A goal of maintaining and increasing our percentage of non-engineering members to NA-YGN by the close of 2011 is established. Efforts will include building a team to design local chapter activities and member drives that reach out to a more diverse group of disciplines and use Core resources to encourage these actions at the local chapter level.

RR2. New Chapter / New Leader Support

Core Sponsor: Vice President

Committee / Committee Chair: Kristin Zaitz

Goal(s): Target Completion- 4Q11

With the increasing number of new local chapters in addition to year-over-year turnover of chapter leadership, there is a need to consistently communicate the leadership structure and expectations of the organization with these new leaders. Develop a fact sheet or other communication tool to welcome new leaders and inform them of the NA-YGN leadership structure, communications, standards, and expectations.

Existing Initiatives

RR3. New Chapter Development

Core Sponsor: Vice President

Committee / Committee Chair: Kristin Zaitz

Goal(s): Target Completion date –On-going

NA-YGN remains committed to expanding its presence via local chapters that execute the mission of the organization for our members. As of May 2011, there are at least 21 potential chapters identified in various stages of development. The Vice President, with the assistance of the country affairs chairs and regional leads, will endeavor to add a minimum of one new chapter in each of Canada and Mexico. Of the other potential chapters, a goal of six new chapters will be set, which should include at least one non-electric utility based chapter, to help improve diversity within the organization.

RR4. Membership Renewal

Core Sponsor: Communications Chair

Committee / Committee Chair: Membership Chair / Michael Hope

Goal(s): Target Completion date- 1Q12

Alleviating the disconnect between those registered with NA-YGN and those active within NA-YGN. Develop Local Chapter Lead brief about the benefits of joining the continental organization. Include the benefits for diverse work groups.

Create a mechanism for the local chapter leads to track which of their members have renewed.

A goal of greater than 50% renewal amongst identified members.

RR5. New Member Drive

Core Sponsor: Vice President

Committee / Committee Chair: Michael Hope

Goal(s): Target Completion date- On-going

NA-YGN will continue to recruit new members via existing processes. New chapter development, participation in career fairs, and involvement via other industry groups will help increase overall membership. A goal of greater than 500 new members is established for the operational year.

RR6. Career Awareness Campaign

Core Sponsor: Vice President

Committee / Committee Chair: Recruiting & Retention Committee / Sushank Saha

Goal(s): Target Completion date – On-going

Partner with NEI and work with local chapters to staff booths at six national level career fairs. Work with NEI to identify the right events.

RR7. Elections

Core Sponsor: Past President

Committee / Committee Chair: Nominating Committee/ Elizabeth McAndrew-Benavides

Goal(s): Target Completion date- 2Q12

Due to hosting the continental conference in August of 2012, the election and turnover process will have an abnormal schedule.

Have nominating committee help solicit for nominees beginning in 1Q12.

Have nominating committee review all nominees in 2Q12.

Host a Meet the Candidates webinar in 2Q12.

Run Election in 2Q12.

RR8. Chapter Health

Core Sponsor: President

Committee / Committee Chair: Duncan Robinson

Goal(s): Target Completion date - Communicate Metrics -4Q11, Collect Metrics -1Q12, Develop Tools – 3Q11

It is critical that local chapters maintain healthy, thriving memberships that participate in regular activities. The local chapter is the primary way by which NA-YGN serves the needs of its members.

Confirm, communicate, collect, and begin to utilize metrics of leading indicators of chapter health.

This could be in the form of year over year statistics, responsiveness/participation of members/leads, elections, or leadership succession plans. This data would be used proactively so the core, affairs chairs, and regional leads can help re-invigorate stagnant chapters and save failing chapters. Develop tools and a plan for how to assist chapters once they have been identified.

Chapter 4

Knowledge Transfer

Overview

Industry knowledge transfer programs are directed mainly on the NA-YGN member demographic. Transitioning 35+ years of operational knowledge to the newest generation is a daunting task, but NA-YGN assists the facilitation of this transition. NA-YGN establishes and partners in programs to promote improved knowledge transfer between generations of industry employees and share practices with the industry.

New Initiatives

KT1. KT&R SharePoint Site

Core Sponsor: Past President

Committee / Committee Chair: Past President / Kristin Whiteside and Ibrahim Mohammed

Goal(s): Target Completion date- 2Q12

Develop KT&R website to house best practice documents.

Existing Initiatives

KT2. Bylaws

Core Sponsor: Past President

Committee / Committee Chair: Bylaws & Rules Committee / TBD

Goal(s): Target Completion date- 2Q12

Review the bylaws to determine current practices are in line with bylaws as written and make improvements. All recommendations to the Core by February 28, 2012 will be included in 2012 elections.

KT3. Executive Advisory Council

Core Sponsor: Past President, President, & Vice President

Committee / Committee Chair: EAC / Jim Scarola

Goal(s): Target Completion date- On-going

Receive advice on 2011-12 NA-YGN Strategic Plan, initiatives and fundraising strategy from key executives representing the diverse nuclear science and technology organizations. Work with executives to build support for NA-YGN activities among their executive peers.

Ensure EAC has developed succession and turnover plans to rotate the existing membership.

KT4. Sustainability Committee

Core Sponsor: Past President

Committee / Committee Chair: Sustainability Committee / Anne Shatara-West

Goal(s): Target Completion date- On-going

When necessary, receive insights into past Core decisions that helped to shape NA-YGN. Have the Sustainability Committee provide current Core members with information upon request to support internal NA-YGN knowledge transfer.

KT5. Member Survey

Core Sponsor: Vice President

Committee / Committee Chair: Benchmarking Committee / TBD

Goal(s): Target Completion date- 3Q11

Communicate with the EAC to determine if there is a specific issue or topic that we should survey this year. Consider an update to the salary survey.

KT6. Internal Knowledge Transfer & Retention

Core Sponsor: Past President

Committee / Committee Chair: KT&R Committee/ Kristen Whiteside & Ibrahim Mohammad

Goal(s): Target Completion date- On-going

Have the KT&R committee insure all committees have the charters by 3Q11.

Have the KT&R committee develop a project turnover template for all core positions and guidelines for all critical activities by 4Q11.

Develop a project plan to collect and archive NA-YGN knowledge by 3Q11.

Develop an archive of NA-YGN knowledge including photographs, videos, meeting minutes, policy decisions, charters, and other information as identified for the core by 3Q12.

Chapter 5

Public Information

Overview

NA-YGN works to implement programs to inform and educate the public about nuclear science and technology, creating programs which promote energy conservation and increase knowledge of elected officials on nuclear related issues. One of the strengths of the young professional is the ability to relate to peers and the student population. When members are well-informed about the benefits of nuclear science and technology, they become effective communicators and increase the awareness of the benefits of nuclear power to neighboring communities.

New Initiatives

PI1. Integrated Communication Plan

Core Sponsor: Public Information Chair/ Communications Chair

Committee/ Committee Chair: PI Committee/ TBD

Goal(s): Target Completion date- 4Q11

In an effort to streamline communications sources to our membership, publications will be offered through multiple media. This initiative is to connect the social media outlets (Facebook, Twitter, etc...) with CEI, NA-YGN.org and Go Nuke in order to maximize communication to the membership and make organization resources readily available to our members.

PI2. Regional Outreach Teams

Core Sponsor: Public Information Chair

Committee/ Committee Chair: PI Committee/ TBD

Goal(s): Target Completion date- 2Q12

Develop a plan and form Regional Outreach Teams to assist with implementing public outreach initiatives (examples- town hall meetings, drawing contest, etc...).

PI3. Comprehensive Strategy for Event Response

Core Sponsor: Public Information Chair

Committee/ Committee Chair: PI Committee/ TBD

Goal(s): Target Completion date- 1Q12

Develop strategy for event response for NA-YGN to help nuclear industry respond to industry events.

Existing Initiatives

PI4. Annual Drawing Contest

Core Sponsor: Public Information Chair

Committee / Committee Chair: Student Education / Andrea Davis

Goal(s): Target Completion date- 1Q12

Revise Annual Drawing Contest materials by incorporating feedback from Local Chapters.

Track the number of drawings collected by the chapters and the number of schools participating.

PI5. Clean Energy Insight NA-YGN Public Outreach Website and Blog

Core Sponsor: Public Information Chair

Committee / Committee Chair: Outreach Communication Committee / TBD

Goal(s): Target Completion date- On-going

Increase opportunities for NA-YGN members to communicate with the public on nuclear related topics through blogs and media updates

Encourage NA-YGN members to consistently publish blogs about nuclear topics in their community.

NA-YGN members will post a minimum of one blog a week on the Clean Energy Insight website. Increase Core participation on Clean Energy Insight. Core members as a whole will contribute an average of one contribution per month to the Clean Energy Insight website.

PI6. Visual Media Development

Core Sponsor: Public Information Chair
Committee / Committee Chair: Video Committee/ Christine Csizmadia
Goal(s): 2Q11

Constituent testimony Video Clips for NA-YGN members during NA-YGN annual professional development conference. Post video clips on CEI blog and YouTube.

PI7. Outreach Guides and Materials

Core Sponsor: Public Information Chair
Committee / Committee Chair:

Outreach Communication / TBD,

Goal(s): Target Completion date - 4Q11

Develop position papers on nuclear topics to aid NA-YGN members with discussing issues and to ensure NA-YGN has a consistent voice on nuclear topics. Develop two positions papers in 2011 and/or produce a list of approved position papers that are endorsed by NA-YGN for use.

PI8. Organizational Outreach

Core Sponsor: Public Information Chair
Committee / Committee Chair: Governmental Outreach / Abdul-Karim Barrie (owner)
Outreach Communication / TBD, Student Education / Natalie Zaczek

Goal(s): Target Completion date - Ongoing

Partner with industry organizations (ANS, CNS, NEI, IYNC etc.) to compile outreach materials, share information, and co-host public information events.

PI9. Five Year Public Information Vision and Goals

Core Sponsor: President
Committee / Committee Chair: PI Committee / Morgan Davis
Goal(s): Target Completion date- 3Q11

As NA-YGN grows larger and becomes more influential, it is important that NA-YGN has a clear long-term plan with actionable goals to ensure that NA-YGN is well represented in the community. This initiative will be led by the President and the Public Information Chair and will be documented.

PI10. 2011 Hill Day

Core Sponsor: Public Information Chair
Committee / Committee Chair: Governmental Outreach/ AK Barrie - Christine Csizmadia
Goal(s): Target Completion date- 2Q11

Facilitate 2011 NA-YGN/ WIN Hill Day.

Chapter 6

Networking

Overview

NA-YGN provides opportunities for members to meet other members and industry leaders. Making contacts and sharing knowledge with other individuals in the nuclear industry helps NA-YGN members grow professionally and develop communication skills. Developing a network of strong industry contacts benefits the members and the industry as a whole.

Existing Initiatives

N1. 2011 Young Members Group Congress Networking Activity

Core Sponsor: Professional Development Chair

Committee / Committee Chair: PD Committee

Goal(s): Target Completion date- 4Q11

Plan activity by October 2011

N2. Regional Activities

Core Sponsor: US Affairs, Mexican Affairs, & Canadian Affairs Chairs

Committee / Committee Chair: Regional Leads / All Regional Leads

Goal(s): Target Completion date- 1Q12

Connect chapters with each other in order to increase member's communication, collaboration, and enthusiasm. Hold four regional level networking activities.

Chapter 7

Infrastructure

Overview

NA-YGN develops programs and mechanisms to support the internal operations of the organization. NA-YGN is a virtual organization without a full time staff. Volunteers complete the necessary work to support the organization. Funds are solicited to support NA-YGN activities and services are leveraged from nuclear organizations to allow NA-YGN to exist.

New Initiatives

I1. Conceptual Design of Website

Core Sponsor: Communications Chair

Committee / Committee Chair: Jana Thames/Michael Peutl

Goal(s): Target Completion date- 4Q11

Make a conceptual design and budget for the na-ygn.org website to be more user friendly and provide easy to locate storage of resources and communications.

Existing Initiatives

I2. Go Nuke Publication

Core Sponsor: Communications Chair

Committee / Committee Chair: Publications Chair

Goal(s): Target Completion date- Quarterly

Maintain and distribute our quarterly newsletter with timely, relevant articles.

I3. Biweekly Membership Announcements

Core Sponsor: Communications Chair

Committee / Committee Chair: Jana Thames

Goal(s): Target Completion date- On-going biweekly

Maintain schedule

I4. Website Maintenance

Core Sponsor: Communications Chair

Committee / Committee Chair: Webmaster(s) / Michael Peutl

Goal(s): Target Completion date- 3Q11

Determine standardized schedule for front page announcements

I5. Thank you Cards

Core Sponsor: Communications Chair

Committee / Committee Chair: Jana Thames

Goal(s): Target Completion date- 3Q12

Order Holiday Cards by November 1, 2011; Send cards to all chapter leads;

Order Thank you Cards for the 2012 Professional Development Conference by June 15, 2012

I6. 2011-12 End of Year Annual Report

Core Sponsor: Core

Committee / Committee Chair: Jana Thames

Goal(s): Target Completion date- 3Q12

Develop a plan for annual activities that can be communicated to stakeholders and executed.

Published by July 15, 2012.

17. Strategic Plan

Core Sponsor: Core

Committee / Committee Chair: Jana Thames

Goal(s): Target Completion date- 2Q12

Develop a plan for annual activities that can be communicated to stakeholders and executed.

Complete and publish the 2011-12 Strategic Plan by June 15, 2011.

Request input from incoming Core for 2012-13 Strategic Plan by 2Q12.

18. Awards

Core Sponsor: Communications Chair

Committee / Committee Chair: Awards/ Nolan Coward

Goal(s): Target Completion date- 1Q12

Execute excellence, future, chapter achievement, and best chapter in region awards.

19. Tax Preparation

Core Sponsor: Treasurer

Committee / Committee Chair: Adam Strange

Goal(s): Target Completion date- 1Q12

Ensure NA-YGN is current with state and federal obligations to keep its 501 c (6) status.

110. Local Chapter EOY Reports

Core Sponsor: US Affairs, Mexican Affairs, & Canadian Affairs Chairs

Committee / Committee Chair: Local Chapter Leads

Goal(s): Target Completion date- On-Going

Remind local chapter leaders of the need to track their PD and PI hours by May 28, 2011

Announce EOY report collection by December 1, 2011

Collect all EOY reports and tabulate results by January 15, 2012

111. Local Chapter Bimonthly Teleconferences

Core Sponsor: US Affairs, Mexican Affairs, & Canadian Affairs Chairs

Committee / Committee Chair: Local Chapter Leads

Goal(s): Target Completion date – Bi-monthly

Regular communications between chapters keeps the organization connected and promotes inter-chapter communication and collaboration.

Maintain bi-monthly local chapter lead teleconferences, led by Affairs Chairs.

Maintain bi monthly regional teleconferences, led by Regional Leads.

112. LCL Briefs

Core Sponsor: Core

Committee / Committee Chair: US Affairs, Mexican Affairs, & Canadian Affairs Chairs

Goal(s): Target Completion –Ongoing

Develop and distribute LCL briefs as a line of communication from the Core and committees to the Local Chapter Leads. LCL briefs will be issued as each communication need arises.

113. Fundraising Strategy

Core Sponsor: Treasurer

Committee / Committee Chair: Fundraising Committee / Felix Meissner

Goal(s): Target Completion date- Ongoing

Roll out strategy to Regional Leads at 2011 Conference

Determine previous support levels by June 15, 2011.

Request for support letters to local chapter leads to issue to Executive sponsor by June 30, 2011.

Request for support letters from Core distributed to key supporters by July 15, 2011.

In January 2012 - follow request for funding/ invoice supporters.

Chapter 8

2011/12 Annual Budget

As part of the new fundraising initiative for 2011/12, based on the strategic plan, an annual projected budget has been developed. Activities have been ranked and a total fundraising amount has been tallied. The NA-YGN fundraising committee will solicit funds to cover these initiatives, but if sufficient funds are not collected, the Core will fund the initiatives based on their rankings from highest to lowest.

Initiative	Budget	Notes	Priority Ranking
Annual Drawing Contest	\$1,000	Contest Awards	1
Webinars	\$3,600	12 webinars with recording sound to post on website	2
Canadian PD Seminar	\$4,000	PD activities	3
Regional Activities	\$30,000		4
Awards	\$1,500	Yearly awards given out at Annual PD Seminar	5
Thank You Cards	\$500		6
Quicken Software	\$300	Yearly fee from bank to link account to Quicken	7
Quia Membership	\$225	Yearly membership fee for survey services	8
PI Outreach Kits	\$6,200	All materials mailed out to local chapters	9
KT&R Hard drive	\$250		10
President's Fund	\$2,000	Money set aside for unexpected expenditures. Core vote needed to use funds	11
IYNC2012	\$150,000	Extended format	12
Reduce IYNC2012 Registration Fees	Remainder	Use additional funds to help reduce conference attendance fees	13
Total	\$199,575 + Remainder	\$49,575 + \$150,000 + Remainder	

Chapter 9

NA-YGN Core, Committee Chairs and Regional Leads

As stated in the beginning, NA-YGN's success is dependent on the enthusiasm of its members. In addition to the Core, there are Appointed Core Chairs, Committee Leads and Collaborative Partners, Local Chapter Leads and members.

Appointed Core Chairs provide direct support to our members in the areas of our website, membership services, publications and promotional items.

Committee leads provide direct support to NA-YGN's various objectives. Each Committee Lead has a Core Sponsor to help champion their efforts across the organization.

Regional leads support local chapters in their geographic areas, and promote the planning and implementation of regional events. Local Chapter Leads are vital in ensuring that NA-YGN's voice is heard in their local organizations and/or communities. Without their leadership and passion for our Mission, NA-YGN would not be as effective an organization as it is today.

The Core

Duncan Robinson, President

Kristin Zaitz, Vice President

Jana Thames, Communications Chair

Erin West, Professional Development Chair

Morgan Davis, Public Information Chair

Adam Strange, Treasurer

Christine John, Canadian Affairs Chair

Samuel Vargas, Mexican Affairs Chair

Chris Hearn, US Affairs Chair

Elizabeth McAndrew-Benavides, Past President

Appointed Core Chairs

Michael Hope, Membership

Maurice McCaney, Publications

Michael Peutl, Webmaster

Lisa Barille, Promotional Items

Committee Chairs

[Jim Scarola](#), Executive Advisory Council

Duncan Robinson, Intersociety Relations

Sushank Saha, Recruiting & Retention

Michael Tronosky, Benchmarking Committee

TBD, Professional Development Committee

Brad Tyers, Webinar Committee

TBD Outreach Communication Committee

Natalie Zaczek, Student Education Committee

Abdul-Karim Barrie, Governmental Outreach Committee

Nolan Coward, Awards Committee

Stephen Odell and Felix Meissner, Fundraising

Brent Williams, Bylaws & Rules

Anne Shatara-West, Sustainability

Kristin Whiteside and Ibrahim Mohammed, Knowledge Transfer

Regional Leads

Chris Waugh, Canada

Bobby Ashworth, Atlantic
Ryan Boyle, Carolinas
Sean Tanton, Midwest
Elizabeth Haupin, Northeast
Jessica Needham, Southeast
Jessica Joyner, West

Local Chapter Leads

An updated list of local chapter leads is available on the NA-YGN website at <http://www.na-ygn.org/localchapter2/docs/localchapters.pdf>.

Final Words

In conclusion, the 2011 NA-YGN team has identified achievable objectives to help support the various industry challenges, both for the industry as a whole and for its members. If there is any interest in becoming a collaborative partner or being part of the NA-YGN infrastructure, please feel free to contact any of the Core.

We hope that you are excited as we are in this forthcoming year!