**NAEPSDP Strategic Planning 2016-2020**

**Task Force Recommendations**

The ***National Association of Extension Program and Staff Development Professionals (NAEPSDP)*** provides an organized forum for extension program and staff development professionals who are actively engaged in, or have a strong commitment to, program and staff development in the Cooperative Extension System to come together (both physically and virtually) to:

* Improve communication and collaboration by discussing issues, needs and opportunities of mutual interest and building and sharing resources.
* Advocate for the profession by promoting its importance within the land grant system.
* Enhance multi‐state efforts.
* Discuss, develop, sponsor, and promote educational training programs and activities that advance sound program and staff development practices.
* Advance the professional status of program and staff development extension professionals by encouraging continuous self‐improvement.

**Strategic Planning Task Force Members:**

Karen Ballard, Southern Region

Jan Carroll, Western Region

Jerry Chizek, North Central Region

Laura Downey, Southern Region

Christine Geith, *eXtension*

Julie Huetteman, North Central Region

Joe Hunnings, Southern Region

Tyrone Miller, 1890

Carrie Stark, Western Region

Aly Valentine, Northeast Region

***\* Input into this plan was also provided by all attendees at the 2015 NAEPSDP Annual Conference***

**Facilitator:**

Debra Davis

**Primary Goals:**

1. **MEMBER ENGAGEMENT**—Provide opportunities for all members to be engaged in the Association.
2. **DEMONSTRATE RELEVANCE & EXCELLENCE**—Professional and program development are validated and honored as foundations for quality extension teaching and outreach.
3. **IMPROVE MULTI-STATE COLLABORATION**—Support and encourage multi-state collaborations and partnerships in areas of common interest and need.
4. **PROVIDE PROFESSIONAL DEVELOPMENT—**Develop a comprehensive framework of learning opportunities which also includes emerging and cutting edge topics to support extension PSD professionals in their own professional growth.
5. **MEMBER BENEFITS—**Members recognize value and are willing to maintain their membership.

|  |  |  |
| --- | --- | --- |
| ***Purpose:*** | ***Goals:*** | ***Action Steps:*** |
| **Improve communication and collaboration by discussing issues, needs and opportunities of mutual interest and building and sharing resources** | **MEMBER ENGAGEMENT**—Provide opportunities for all members to be engaged in the Association. | 1. Recruit **new members** from Middle Managers, IT, HR and Area Directors/Directors/Administrators    1. Provide **Welcome packets** with letters from regional rep, an explanation of member benefits, opportunities to get involved    2. Create **New Member section on Website** which includes photos and contact information for new members so that others can reach out and welcome them    3. Offer **reduced registration** fee for first annual meeting    4. **Recognize new members** at Annual Conference with ribbons on nametags, special activities and induction 2. Identify **additional opportunities for members to be engaged** whether or not they attend the Annual Meeting    1. **Create small interest groups (SIGs)/learning networks** centered on member needs. Encourage all members to participate in at least one SIG.       1. Identify SIG areas       2. Charge SIGs with responsibility to:          1. Identify the training needs of SIG members          2. Conduct virtual round table discussions on topics of interest to SIG members          3. Establish a blog       3. Support activities in SIGs to engage members    2. Create an **on-line discussion board** where members can pose questions and dialogue on topics    3. Establish monthly or quarterly **E-Newsletter** and invite contributors from across organization. Regional representatives should help identify potential contributors.    4. Improve **social media** presence    5. Establish an **open call** across organization for people to present monthly Webinars.    6. **Engage regional reps** in identifying members for potential involvement in presenting Webinars, contributing to E-Newsletter, serving in leadership presenters, etc.    7. Conduct **first-timer activities** at Annual Meeting    8. Insure tha**t Board is representative of the entire geographic make-up of the association.**       1. Recruit **officer candidates** from ALL regions       2. Formulate a **succession plan** for association leadership       3. **Identify and recruit committee members** from entire membership, not just those present at the Annual Meeting          1. President should consider the geographical make-up of the elected board members when appointing **committee chairs**.    9. Create **member highlight video** to post on Website to showcase the work of members 3. Continually **demonstrate transparency and inclusivity** through member access to board documents    1. **Post association documents** including, minutes, budgets, audits and committee reports to Association Website    2. Devote one webinar quarterly to **dialoguing with the board** or virtual **midyear chat with the board** during F2F board meeting so that members can receive updates on organization business    3. Provide **monthly president’s message**    4. Provide **monthly committee vignettes** for E-Newsletter 4. Add **personal photos and/or video profiles** to member profiles on Website to assist members in identifying one another 5. Explore using **Linked-In profiles** to connect professionals |
| **Advocate for the profession by promoting its importance within the land grant system** | **DEMONSTRATE RELEVANCE & EXCELLENCE**—Professional and program development are validated and honored as foundations for quality extension teaching and outreach. | 1. Build a **strong leadership presence in JCEP**    1. Officers attend meetings    2. Ensure a budget to support travel to JCEP 2. Initiate a structured process for consistent **communication with NIFA & ECOP** Program Committee    1. Have an Extension Director liaison that has the responsibility to participate with NAEPSDP either in Annual Meeting or in board meetings    2. Further investigate the pros and cons of a relationship with ECOP.    3. Reach out to the planning and accountability staff at NIFA to get them engaged in the Association 3. Actively **participate at national meetings of other Extension associations** and leadership conferences    1. Identify a member of NAEPSDP to represent the Association at each national meeting to make a presentation or set up the exhibit and distribute materials    2. Invite educators in content areas to attend annual conference to learn more about the program development process 4. **Add value** to the Extension System by providing opportunities for **scholarly activity** among members 5. **Quantify the value** of investment in PSD to the organization |
|  | **IMPROVE MULTI-STATE COLLABORATION**—Support and encourage multi-state collaborations and partnerships in areas of common interest and need. | 1. **Facilitate program and staff development multi-state efforts**    1. **Encourage the development of multi-state projects among SIGs**       1. **Conduct needs assessment** to identify issues, potential multi-state projects and opportunities for multi-state programming       2. **Explore the availability of funds** to support multi-state efforts    2. **Host in-depth topic sessions on multi-state issues** at annual conference, regional meetings, monthly webinars and electronic round tables.       1. May lead to the identification of potential multi-state grant or research projects that could result in peer reviewed journal articles 2. **Develop awards structure** to recognize multi-state efforts and highlight those efforts at the annual conference, during one quarterly Webinar, in the E-newsletter and through social media outlets. 3. **Strengthen collaboration with *eXtension*** 4. Encourage and support opportunities for **multi-state research and programming** resulting in scholarly publications |
| **Discuss, develop, sponsor, and promote educational training programs and activities that advance sound program and staff development practices** | **PROVIDE PROFESSIONAL DEVELOPMENT—**Develop a comprehensive framework of learning opportunities which also includes emerging and cutting edge topics to support extension PSD professionals in their own professional growth. | 1. Build a **relationship** with AEA-EEE-TIG and **establish a clear presence** at NERAOC and Middle Managers conferences 2. Identify NAEPSDP members who are already actively involved in these related professional development activities 3. Recruit more **graduate students** to participate in NAEPSDP 4. Use more **interactive technology** to allow others to take advantage of NAEPSDP opportunities    1. Explore holding **virtual annual conference** occasionally and consider making parts of the in-person conference virtual (keynote, capnote, selected presentations) to allow more members to participate. Charge a fee to those “attending” the conference virtually 5. Recommend that the conference planning committee consider a **targeted focus** which includes opportunities to address **emerging issues** 6. Develop mechanisms for **PSD resource sharing** perhaps through *eXtension* or on association Website 7. Identify cutting-edge and innovative topics for **high-quality Webinars** 8. Identify **additional ways to provide professional development** 9. Insure **compliance with ADA, 504 and copyright guidelines** for all digital learning resources |
| **Advance the professional status of program and staff development extension professionals by encouraging continuous self‐improvement** | **MEMBER BENEFITS—**Members recognize value and are willing to maintain their membership. | 1. Provide **financial support through scholarships, awards and mini-grants** for members to participate in professional growth opportunities and to recognize multi-state collaboration, innovation, etc.    1. Conduct **fund raiser** to support these awards and other business of the Association 2. Identify and provide additional **member-only benefits** which support the professional growth of members. Possibilities include:    1. Access to special Webinars    2. Enrollment in SIGs    3. Access to Members-only portion of Website       1. Access to Member directory with areas of expertise identified 3. Provide opportunities for **networking and mentoring**    1. Explore **digital networking**    2. **On-line discussion boards** on Website |