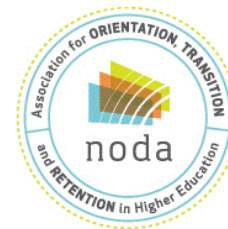


# NODA Region V – Strategic Plan



## 1 RECRUIT, DEVELOP & FOSTER NEW LEADERSHIP

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Region V has an outstanding tradition of leadership. We will continue to foster this leadership by actively recruiting and mentoring new leaders. We will also seek to create new leadership roles and encourage new members to volunteer for regional conference planning & volunteer opportunities.

We will also encourage and emphasize the importance of increasing Region V representation in national leadership opportunities.

## 2 INCREASE SOCIAL MEDIA PRESENCE

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One way we can enhance the visibility of Region V is by increasing the use of Social Media. By increasing interaction on the NODA Portal, Facebook and Twitter we will increase the vibrancy of our region. In addition we will use social networking sites to recognize award winners and post approved pictures of participants interacting at Region V events.

## 3 INCREASE REGIONAL MEMBERSHIP & PARTICIPATION

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We will seek ways to reach out to professionals and organizations in Orientation, Retention, and Transition programs who are either (a) not currently NODA members or (b) members of the organization but inactive in Regional activities.

We will also seek ways to increase undergraduate student participation, potentially through the addition of scholarship opportunities.

## 4 NEW REGIONAL LEADERSHIP STRUCTURE

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The new Region V Leadership team will consist of State & Province Coordinators, a Communication Coordinator, and a Social Media Coordinator. In addition to the duties listed below, Leadership Team members will be expected to participate in a bi-annual phone / web conferencing meeting.

State Coordinators: **(Vacancies in Manitoba, Nebraska, North Dakota, & South Dakota)**

- Host State Drive-In Conferences
- Creates & disseminates drive-in satisfaction surveys.
- Oversees recruitment efforts to generate new membership in Region V
- Tracks data showing annual membership gains and / or losses.

Communication Coordinator: **(Vacant)**

- Records and archives minutes for Region V leadership and business meetings.
- Distributes a Regional Newsletter twice a year.
- Assists with communication for regional conferences.

Social Media Coordinator: **(Vacant)**

- Monitors and maintains Region V Facebook group
- Posts at least once per month on the Region V Facebook Group, Twitter (using the Region V Twitter handle) and on the NODA Network page.
- Takes pictures during Region V events to post on the Region V Facebook Page and / or Twitter.