

Vision Statement				
NAEP will be recognized as the authority for innovative educational procurement and business solutions.				
Mission Statement				
Our mission is to advance the development of ethical and innovative procurement strategies within educational institutions and associated communities through collaboration, professional development, networking and advocacy.				
Goals, Objectives and Strategies				
In Order of Priority	Critical (C): Work on this strategy must be completed in the coming year.	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible.	Low (L): Work on this strategy can wait until subsequent year if necessary.
	Goal 1: NAEP will be recognized as the authority and provider of vital resources for innovative business solutions for its member institutions.			
Enhance Relevant Communication				
No	Objective	Priority		
1	Define and evaluate new aggregation services and align with member informational needs.	H		
2	Educate members on mission, focus, and value of the Association.	H		
3	Refine Regional/District resources.	H		
4	Refine use of social media platforms.	M		
5	Investigate phased implementation of existing feedback technology.	L		

Goals, Objectives and Strategies					
In Order of Priority		Critical (C): Work on this strategy must be completed in the coming year.	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible.	Low (L): Work on this strategy can wait until subsequent year if necessary.
<b>Increase Educational Opportunities</b>					
No	Objective	Priority			
1	Study emerging competencies (e.g., data analysis, payable, contracting).	H			
2	Study strategies to provide relevant education to the association's broad demographic, and if feasible, implement.	M			
<b>Increased Thought Leadership Assets</b>					
No	Objective	Priority			
1	Study strategies to deploy procurement solutions to broader demographic (i.e., white papers, alternative delivery/business process solutions).	L			
<b>Expand Business Solutions</b>					
No	Objective	Priority			
1	Increase vendor participation in NAeProcure Portal	H			

Goals, Objectives and Strategies					
In Order of Priority		Critical (C): Work on this strategy must be completed in the coming year.	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible.	Low (L): Work on this strategy can wait until subsequent year if necessary.
2	Create (if feasible) key performance indicators and benchmark resources.	M			

Goal 2: NAEP will be recognized as an inclusive community that institutions view as invaluable and essential to their success.

Increase Awareness about the Value of Membership				
No	Objective	Priority		
1	Define the value of membership.	H		
2	Determine target audiences for membership.	M		
3	Develop specific marketing messages for each target audience.	M		
4	Identify the optimum communication methods for each target audience.	M		
Expand Opportunities for Institution to Engage With NAEP				
No	Objective	Priority		
1	Create an NAEP Speaker's Bureau.	M		

Goals, Objectives and Strategies					
In Order of Priority		Critical (C): Work on this strategy must be completed in the coming year	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible	Low (L): Work on this strategy can wait until subsequent year if necessary
2	Create a framework of support for regional professional development and leadership.	H			
3	Establish a liaison role with specifically identified associations in order to get to senior institutional leadership.	M			
Increase Participation of the Membership Numerically and at Various Levels					
No	Objective	Priority			
1	Identify barriers to participation.	H			
2	Create incentives for participation.	M			
3	Establish mentoring relationships/program.	M			
Increase Association Membership					
No	Objective	Priority			
1	Identify potential members.	H			
2	Identify the scope of membership at institutions. Provide guidance for members to share membership with their colleagues.	H			

Goals, Objectives and Strategies					
In Order of Priority		Critical (C): Work on this strategy must be completed in the coming year.	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible.	Low (L): Work on this strategy can wait until subsequent year if necessary.
3	Develop a campaign to connect with prospective target members.	M			
4	Implement a dedicated outreach program	M			

### Goals, Objectives and Strategies

In Order of Priority	<b>Critical (C):</b> Work on this strategy must be completed in the coming year.	<b>High (H):</b> Work on this strategy must occur in the coming year.	<b>Middle (M):</b> Work on this strategy should occur in the coming year if at all possible.	<b>Low (L):</b> Work on this strategy can wait until subsequent year if necessary.
----------------------	--	---	--	--

**Goal 3: NAEP will foster strategic partnerships that benefit our members.**

#### Increase Effectiveness of Strategic Partnerships

No	Objective	Priority
1	Define criteria for becoming a strategic partner.	C
2	Establish the value-added benefits of a partnerships to both NAEP and to the potential strategic partner.	C
3	Establish levels and categories of partnership, and prioritize those categories of partnership.	C
4	Conduct due diligence and research/benchmark best practices of effective strategic partnerships. Look at other university association strategic partnership models.	C
5	Identify current NAEP strategic partners.	C

#### Increase Number of Strategic Partnerships

No	Objective	Priority
1	Identify prospective strategic partners	H

Goals, Objectives and Strategies					
In Order of Priority		Critical (C): Work on this strategy must be completed in the coming year.	High (H): Work on this strategy must occur in the coming year.	Middle (M): Work on this strategy should occur in the coming year if at all possible.	Low (L): Work on this strategy can wait until subsequent year if necessary.
2	Develop a recruitment strategy – a “play book” per category, and per partner.	H			
3	Identify recruiter(s) for strategic partners – staff, volunteers, or a new committee.	M			
4	Provide training on effective practices for increasing the number of strategic partners.	M			
Increase Awareness of Strategic Partnerships					
No	Objective	Priority			
1	Promote the value of partnerships to the partner, and the value of an ongoing partnership.	M			
2	Communicate the existence of strategic partnerships and their value to NAEP Board and District/Regional leadership.	H			
3	Communicate the existence of strategic partnerships and their value via website partners, logos, and provide reciprocal links with partners.	L			