

NMRA AR

STRATEGIC PLAN 2014

Considering the activities currently in place and the 2018 NMRA National strategies being developed, the AR will adopt the following strategies going forward into 2014.

This strategic plan has been ratified and adopted by the Divisional Superintendent's Conference held in July 2013 and several actions and projects have been assigned to support it.

1. Increase Membership
 - a. Continue the 100% club program
 - b. Demonstrate value to prospective members
 - c. Develop a more effective publicity campaign
 - d. Leverage social media to reach more prospective members.

2. Retain Members
 - a. Ensure new members have a sponsor/mentor
 - b. Nurture fellowship and have fun
 - c. Provide value to members
 - d. Develop Members modelling skills
 - e. Communicate, communicate, communicate

3. Develop the Education program
 - a. Link the Education Program to the Golden Spike and Achievement Program
 - b. Develop a wide range of practical "hands on" clinics and presenters
 - c. Develop a "Train the Trainer" program to ensure clinics are delivered efficiently
 - d. Educate Members in the Prototype
 - e. Conduct "Modelling with the Masters" clinics at all Conventions
 - f. Promote the video library

4. Continue the Achievement Program (AP)
 - a. Ensure we have proactive AP Deputies in all Divisions
 - b. Provide clear guidelines for each AP category
 - c. Provide appropriate mentors for members working towards AP awards
 - d. Celebrate successes

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