



# Strategic Plan 2017-2020

Approved by majority vote of the board of directors, January 11, 2017

## Our Mission

NERCOMP cultivates communities of practice around information and technology, promotes strategic partnerships, and advances innovation and leadership in educational institutions across the Northeastern United States.

## Who We Serve

NERCOMP's regional membership is made up of over 280 member schools in the following states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

## Our Programs and Services

- Consortium License Agreements
- In-person Professional Development Opportunities
- Monthly Professional Development Webinars
- Job Postings
- Annual Conference
- NERCOMP Communities of Practice

## Our Goals

1. NERCOMP will have a well-deserved reputation among educational institutions within its service area for delivering unmatched value to its members.
2. NERCOMP will provide a framework to promote and support engagement among communities, leading to increased partnerships, enhanced innovation and financial benefits.
3. NERCOMP will secure the organization's strength and long-term stability by stewarding its resources vigorously and intentionally developing its future leadership.

## **Background and Context:**

The NERCOMP Board decided to undertake a planning exercise to develop a three to five year Strategic Plan. The Strategic Planning task force was created in June of 2016 and was empowered to lead the process of defining actionable goals and initiatives in support of the plan and to share the recommendations with the board.

### **The Strategic Planning Task Force has met the following goals:**

- Develop measurable strategic objectives, aligned with NERCOMP's goals, for review and acceptance by the board
- Oversee development of tactical items, associated with aforementioned objectives, by the standing committees of the board
- Draft strategic plan based on strategic objectives and tactical items developed

## **Strategic Planning Task Force Members:**

### **Task Force Chair:**

Kara Bilotta

### **Task Force Members:**

Kara Bilotta, Mary Parlett-Sweeney, Robin Robinson, Ananda Jones, Lisa DiMauro

## **Our Goals 2017-2020**

Goal 1: NERCOMP will have a well-deserved reputation among educational institutions within its service area for delivering unmatched value to its members.

### **Strategic Objectives:**

- a. Develop a marketing and communications plan to reach out to educational institutions within our service area focusing on retaining current member institutions and increasing membership by 2% annually overall.
- b. Identify gaps and challenges in programming and services across the NERCOMP service area.
- c. Develop a two-year strategy to identify opportunities to benefit membership in these underserved programmatic areas and geographic regions.

Goal 2: NERCOMP will provide a framework to promote and support engagement among communities, leading to increased partnerships, enhanced innovation and financial benefits.

**Strategic Objectives:**

- a. Create a structure/framework to support existing communities of practice and build engagement in 5-8 communities within 3 years.
- b. Create opportunities for ongoing engagement in at least 3 regions within NERCOMP that have not historically held events.
- c. Explore and bring to fruition 5 new partnerships in a variety of arenas (i.e. consortia, national and regional organizations, vendors, and resellers/distributors) within 3 years.

Goal 3: NERCOMP will secure the organization's strength and long-term stability by stewarding its resources vigorously and intentionally developing its future leadership.

**Strategic Objectives:**

- a. Develop a financial plan within 1 year, including a savings and investment strategy, to support the identified strategic goals to benefit current and future membership.
- b. Develop and implement a NERCOMP leadership pipeline within 3 years, which reflects the diversity of NERCOMP's member institutions.