Strategic Plan

(updated July 13, 2016)

Vision, Mission, Guiding Principles

Vision
To be recognized as the trusted resource that enables our membership to implement strategies through operational excellence.

Mission
NASTD is a member-driven organization committed to advancing the effective use of information technology (IT) to facilitate operational efficiencies in state government.

Guiding Principles
NASTD is by and for its members and is:

- committed to excellence
- member-driven in determining strategic directions and value
- professional and ethical in our behavior and our relationships
- committed to collaboration and information sharing of best practices and lessons learned
- focused on technology implementation and operation practices
- committed to promoting innovative and effective design and operations of emerging IT and services
- committed to providing resources for members to make effective and transparent IT procurement decisions
- committed to partnering with other associations having complementary missions
- aggressively pursuing and implementing innovative IT solutions to improve the function of state agencies in support of our citizens

Strategies and Objectives

NASTD Goal: advance the effective use of IT to facilitate operation efficiencies in state government

Strategy One: **create and maintain a robust framework and content for the exchange of best practices, lessons learned and current IT government trends**

Objectives

1. maintain and continually improve an industry-leading interactive and intuitive online platform
2. identify other improvement opportunities to facilitate information exchange and sharing information
3. expand educational opportunities
4. evaluate and discuss implementation strategies of the National Association of State Chief Information Officers' (NASCIO) top ten survey
5. develop and coordinate publications and schedule for publishing
6. publish documented best practices that align to the NASCIO top ten survey
7. facilitate communications between the states about cost and rate structures
8. solicit member input and examples of measurable value for inclusion on the NASTD website or in other communication vehicles
9. recognize state operational innovation at regional seminars and the annual conference

Critical Success Factors and Key Performance Indicators

1. improved attendance trends at regional seminars and meetings
2. increased participation on calls and online requests for information and feedback

Strategy Two: **build upon NASTD's long-standing legacy of attracting and retaining talented, qualified and active association members**

Objectives

1. increase membership depth and breadth
2. expand and continually market to non-participating states
3. involve new members from diverse technical disciplines to expand breadth and depth of expertise
4. foster an environment of active involvement for all members
5. increase the awareness of NASTD and our value among non-participating states and vendors
6. identify other potential corporate markets for NASTD
7. increase the number of active states
8. continually measure, validate, improve and communicate the value of NASTD
9. assess member satisfaction through feedback surveys, automated services and other tools

10. develop a robust public relations strategy that reaches out to other associations also serving our members and affiliate to:
    a. educate new members (state, corporate, executive)
    b. define who we are
    c. explore other national groups

Critical Success Factors and Key Performance Indicators

- state and corporate membership growth and retention

Strategy Three: provide a set of complementary educational offerings to advance the effective use of IT

Objectives

1. ensure discussion groups are meeting current and future needs of the membership and align with key national organizations and trends from state government IT leaders
2. review and revitalize the concept and content of the NASTD library to better serve members
3. ensure that the value delivered in regional and national seminars follow a model for success, providing maximum value and avoiding duplication of efforts and information
4. explore new concepts to provide educational offerings

Critical Success Factors and Key Performance Indicators

- increased demand for NASTD educational offerings and participation regionally and nationally