

## STRATEGIC DIRECTION FOR THE INSTITUTE

2023-2026

### GOALS

#### **Goal #1: Strengthen relationships with the academic community.**

1. Create a framework for funding and conducting multi-year academic research.

##### Actions

- A. Identify and appoint at least one (1) current or recent editor-in-chief of a generalist public administration/policy journal and at least (1) current dean or chair of a school of public affairs to represent the academic community on the Center for the Advancement of Procurement Excellence (CARE) Advisory Board by no later than June 2023.
  - B. Through the CARE Advisory Board:
    - 1) Identify areas of public procurement research that align with themes prioritized by journals with the intent to commission the research, produce a manuscript, and submit it to a related journal by December 2024.
    - 2) Develop a benefactor program that secures funds in support of the Center's mission and work; with a goal to secure annual funding of at least \$25,000 beginning July 2024.
2. Create and implement a roadmap for placing the public procurement body of knowledge in a broader, multidisciplinary range of academic literature.

##### Actions. Through the CARE Steering Council:

- A. By December 2023, survey existing published body of knowledge; identify authors, themes, journals where current research is being published. Identify unexplored research areas that align with the priority areas on which journals are focused and publishing.
- B. By June 2024, identify multi-disciplinary journals for potential knowledge placement; determine their peer review/submission/acceptance processes.
- C. By December 2024, appoint a term of academic and practitioners within the Advisory Board that will set the direction for commissioning the content.

3. Create programs that attract university and community college students to pursue a career in public procurement.
  - A. Leverage the CARE Advisory Board and the ASPA Special Section on Procurement and Contracting to develop a business plan for offering relevant programs and resources for public administration/policy students. Produce the business plan by December 2023, secure funding for the plan from the NIGP Governing Board for FY25 and begin implementing the plan through June 2025.
  - B. Expand marketing efforts to grow NIGP's student membership base by 20% annually through June 2026 and then readjust growth goals.
  - C. Identify NIGP members employed within higher education to serve on a planning committee for developing a framework for an internship program that supports students who wish to seek a career in -public procurement; with the intent to present the framework to the CARE Steering Council by June 2024.

**Goal #2 - Create a life-long learning environment.**

1. Curate, create and deliver the learning experiences most likely to advance the individual public procurement professional, now and in the future.

**Actions:**

- A. Release a National Training Calendar in March 2023 that offers access to key Pathways courses, and events, reduces administration and instructor costs, and integrates Chapter Virtual offerings with a minimum satisfaction rating of 4.0 by June 2024.
- B. Identify those Pathways competencies that are better offered as on-demand courses and move four to on-demand by June 2024.
- C. Complete the identified advanced and management level courses by June 2024.
- D. Release a new Forum design that focuses on a hybrid delivery model, 40% NIGP developed content and enhanced breakout sessions to enrich the learning experience resulting in an overall satisfaction rating of 90%.
- E. Release a comprehensive leadership development model by June 2023 that provides programs from beginner to executive. This includes producing leadership summit.
- F. Fully implement a publications strategy that results in \$60,000 Net Revenue and 3-5% content engagement increase by releasing: 5 Global Best Practices, monthly blog articles to increase content access, 2 Routledge book releases, and 2 research reports by June 2024.

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- G. Release an upgraded LMS which enhances the member experience by providing targeted communications on course recommendations and guided learning pathways by June 2024.
- 2. Continue to grow the Concierge Program in support of 50 individual and agency professionals each fiscal year.

Action:

- A. Create and launch a targeted agency and member campaign by August 2023.

**Goal #3: Chapter Relations – Strengthen the relationship between NIGP and our network of chapter affiliates.**

- 1. Develop a chapter-focused communication strategy.
  - A. Fully implement by March 2023 the new and regular communication strategy out to chapters on a bimonthly basis called “Leaders in the Loop” with updated information on NIGP, our support of each Chapter and improved visuals to enhanced engagement.
  - B. Schedule quarterly Leader Calls throughout 2023 with Area Ambassadors beginning March 2023.
- 2. Implement a program to foster intentional relationships and create visibility at chapter meetings and events.
  - A. By December 2023, successfully execute the 2023 top-tier chapter strategy which was developed to both identify and target key opportunities to build relationships with strategically important chapters throughout the year. Chapters have been identified to visit this spring and again in the fall 2023 to have personal visits from NIGP staff.
- 3. Develop mechanisms to foster frequent and recurring interaction with chapter officers.
  - A. In addition to the enhanced communication strategy, with each interaction throughout 2023, NIGP leadership will attempt to meet with chapter Boards of Directors to discuss ways NIGP is positioned to better support chapter needs, communicate programs we’ve recently launched such as mentorship, concierge and scholarship programs and communicate our desire to increase our engagement.
  - B. By June 2023 NIGP to offer enhanced training of Chapter Leaders as an extension of Academy to include year wide communication and training with the addition of webinars.
- 4. Improve Chapter relations and services by offering chapter websites built by NIGP.
  - A. By December 2023, our goal is to launch 38-chapter websites.

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Current schedule:

- Chapter websites launched: 16.
- New sites launching in June: 4.
- New sites launching in July: 1
- Sites in the build process: 4
- Chapters interested/demos but no commitment yet: 17.
- Total: 42. Working with 25 chapters with an additional 17 interested.

5. Add new roles of Chapter Ambassadors and other elements with anticipated results.

- A. Fully implement the new Chapter Ambassador structure by June 2023 which incorporates a new program design and structure, with additional ambassadors recruited and a comprehensive Ambassador training structure completed.