



National Government Publishing Association

Strategic Plan

Table of Contents

Executive Summary

Board Authorization of Strategic Plan

Organizational Description

Mission and Vision

Strengths, Weaknesses, Opportunities, Threats (SWOT)

Goals and Strategies

Action Plan

Board Authorization of Strategic Plan

President:

Typed Name

Signature and Date

Vice President:

Typed Name

Signature and Date

Treasurer:

Typed Name

Signature and Date

Eastern Regional Director:

Typed Name

Signature and Date

Southern Regional Director:

Typed Name

Signature and Date

Central Regional Director:

Typed Name

Signature and Date

Western Regional Director:

Typed Name

Signature and Date

Organizational Description

The National Government Publishing Association was founded in 1977 by Mr. Don Bailey, then the State Printer from the State of Nevada, to provide a forum of exchange among state printing officials. The Association has seen two name changes from its original National State Printing Association to National State Publishing Association to the current National Government Publishing Association.

Its aims and objectives are:

- Research and recommend improvement in state government publishing.
- Develop and promote standards and specifications for state government publishing.
- Promote and encourage the professional competence of all persons engaged in state government publishing.
- Strive for better understanding and effectiveness of the publishing function in the structure of state government.
- Better inform the public in matters pertaining to state government through the publishing media.
- Buy without prejudice, seeking to obtain the maximum value for each dollar of expenditure.
- Counsel and assist other state publishing officials in the performance of their duties.
- Cooperate with all organizations engaged in activities designed to enhance the development and standing of governmental publishing.
- Govern every action with the knowledge that everything the Association does reflects of the entire publishing profession.

Full membership is available to the regular full-time governmental employees who are in positions as publishing officials (i.e. state printers and their staff; legislative printers and staff; and U.S. Public Printers and staff; state and federal agency publishers and staff; university/college printing and publishing officials; and city/county school district printing and publishing officials.) Printing and publishing officials and staff normally represent the professional and technical personnel in the area of creation, management, production, and/or procurement of publishing materials and services. Full members have voting power and may hold elected office.

International memberships are available to full-time international government publishing officials. These members have full participation rights, however; they cannot vote and may not hold elected office.

Corporate memberships are available to national and international representatives of manufacturers and suppliers of graphic communications products and services who can contribute to the Association's mission of improving the management of publishing

programs, exchanging information, cooperating toward the more effective exercise of production and procurement of publishing products and services, and attaining greater efficiency and economy in state government. All applications for corporate membership status are subject to the approval of the Association's Executive Board. Corporate members have no vote and may not hold elected office.

Honorary life memberships may be conferred upon recommendation of the Executive Board and with a majority vote of regular members present and voting at any annual meeting. Honorary life members pay no dues, have no vote, and may not hold elected office. This distinguished honor is reserved exclusively for individuals who have contributed significantly to the programs and objectives of this Association.

Retired membership is available to members who retire from government and are approved by the NGPA Executive Board to maintain their membership as retired members. Retired membership is available only to those who do not continue to work in the publishing profession. Retired members pay no dues, have no vote, and may not hold elected office.

Conferences are held each year where participants receive valuable new product information, experience networking opportunities, and participate in educational workshops. The first annual NGPA conference was held December 1977 in Carson City, Nevada with 15 states represented. Today the NGPA conference attracts representatives from local, state and federal government publishers, college and university print shops, international publishing agencies and the private sector.

Every year the Association recognizes one of the countless government employees who go the extra mile on a daily basis to do more with less and who seek creative ways to better serve the public for which they were hired to serve. The Don Bailey Achievement Award is given in honor of the Association's founding father, to any NGPA member in good standing or to any person exercising management or supervision over an NGPA member in good standing for that individual's sustained performance or the individual agency's unique and outstanding approach to a particular event or occurrence.

Selection criteria include:

- awards/recognition received from the nominee's state government
- a record of innovation
- dollars saved through effective management
- new revenue streams developed
- any new or unusual feature of their performance that's deserving of recognition

The NGPA gives scholarships each year to undergraduate students involved in printing and graphics design studies. NGPA member support of these student scholarships increases the pool of qualified employee candidates. Since its founding in 1977, the Association has awarded \$33,000 in scholarship funds to 33 students.

Mission, Vision, and Values

Mission Statement

It is the mission of the National Government Publishing Association to provide a forum for representatives of government print agencies, publishers, document and information management groups, related data service providers, and procurement entities to educate and exchange information among our members, our vendor partners, and industry experts for the development of more efficient, valued operations, resulting in the improvement of services to the general public and others served by our membership.

Vision Statement

It is the vision of the National Government Publishing Association to be the resource of choice for government print agencies, publishers, document and information management groups for the most current, reliable information and education about the public sector information management industry.

Strengths, Weaknesses, Opportunities, Threats (SWOT)

Internal Strengths	Internal Weaknesses
1. Excellent association management company.	1. Increase in numbers of members who have retired.
2. Annual meetings that provide opportunities for networking and learning and ongoing communications between members.	2. Decrease in the number of new members.
3. Conference Site	3. Lack of interest from current members to take leadership roles in Association.
4. The website	4. Lack of a strategic plan.
5. Opportunities for networking throughout the year.	
6. Very cohesive group; family atmosphere and togetherness.	6. Lack of formal, ongoing educational opportunities.
7. Diversity of membership – varied backgrounds and experiences.	7. Conference site
8. Vendor partnerships	8. Website

External Threats	External Opportunities
1. Decrease in corporate membership.	1. Vendor partnerships
2. Decrease in corporate participation and/or sponsorship at NSPA conferences.	2. Vendor partnerships in “specialty niche” areas
3. Growth of the Internet and electronic exchange of information.	
4. Availability of affordable, high quality digital machines has decreased need for centralized facilities.	
5. Reorganization and/or consolidation of government printing operations.	
6. Corporate restructuring.	
7. Inability to keep up with rapidly changing technology.	
8. Economic slow-down in many states.	
9. Change in skill set needed for entry to industry.	

Goals and Strategies

Goal	Strategy
1. Increase membership	1.1 Send information regularly to regional directors for dissemination. 1.2 Personal contact by each member to prospective member.
2. Expand corporate participation	2.1 Contact each possible member via letter; provide advantages and benefits of membership.
3. Annual conferences that are productive for all attendees.	3.1 Poll members for content suggestions Strong program planning
4. Develop members to take leadership role in Association.	4.1 Offer training to educate members about the association. 4.2 Bring in qualified auxiliary members.
5. Increase Association visibility.	5.1 Market future conferences at current conference.
6. Improve member-only portion of website	6.1 Add list-serve 6.2 Sponsor Webinars 6.3 Add links to individual member websites 6.4 Allow members to list equipment used equipment they may have to sell 6.5 Advertise to our members the new and advanced features of our website 6.6 Include white papers, recommended readings, etc.
7. Increase member knowledge of electronic forms of communication.	7.1 Include sessions at conferences so members become the expert and be the consultant.

Action Plan

Goal #1 – Increase membership

Strategy 1.1 – Regularly send information to Regional Directors for dissemination to all members in their respective regions.

Action	Responsibility	Completion Date
1.1.1 Work with Association president to determine content of information to be sent		
1.1.2 Send information to Regional Directors		
1.1.3 Send information to members		

Strategy 1.2 – Personal contact by each member to a prospective member.

Action	Responsibility	Completion Date
1.2.1 Send letters to or call prospective members		
1.2.2		
1.2.3		

Strategy 1.3 – More networking between members throughout the year.

Action	Responsibility	Completion Date
1.3.1 Develop a matrix on each state's service offerings to prevent "reinventing the wheel" among our members		
1.3.2		
1.3.3		

Goal #2 – Expand corporate participation

Strategy 2.1 – Contact each possible member via letter which provides advantages and benefits of membership.

Action	Responsibility	Completion Date
2.1.1		
2.1.2		
2.1.3		

Strategy 2.2 Offer opportunity for our vendor partners to post advertisements on our website.

Action	Responsibility	Completion Date
2.2.1		
2.2.2		
2.2.3		

Goal #3 – Annual conferences that are productive for all attendees

Strategy 3.1 – Poll members for content suggestions

Action	Responsibility	Completion Date
3.1.1		
3.1.2		
3.1.3		

Strategy 3.2 – Seek participation from trade associations, i.e. PIA, IPMA.

Action	Responsibility	Completion Date
3.2.1		
3.2.2		
3.2.3		

Strategy 3.3 – Invite representatives from trade magazines to participate, i.e. In-Plant Graphics, Electronic Publishing, American Printer.

Action	Responsibility	Completion Date
3.3.1		
3.3.2		
3.3.3		

Goal #4 – Develop members to take a leadership role in the Association

Strategy 4.1 – Offer training to educate members about the Association.

Action	Responsibility	Completion Date
4.1.1		
4.1.2		
4.1.3		

Strategy 4.2 – Current officers actively mentor potential candidates for office.

Action	Responsibility	Completion Date
4.2.1		
4.2.2		
4.2.3		

Goal #5 – Increase Association visibility

Strategy 5.1 – Market future conferences at current conference

Action	Responsibility	Completion Date
5.1.1 Have brochures available about conference location throughout current conference		
5.1.2 Have a tentative agenda available, including possible speakers		

Strategy 5.2 – Advertise in industry magazines.

Action	Responsibility	Completion Date
5.2.1		
5.2.2		
5.2.3		

Goal #6 – Improve member-only portion of website

Strategy 6.1 – Add a list-serve

Action	Responsibility	Completion Date
6.1.1 Promote the new features of the website to the membership		
6.1.2		
6.1.3		

Strategy 6.2 – Sponsor webinars

Action	Responsibility	Completion Date
6.2.1		
6.2.2		
6.2.3		

Strategy 6.3 – Add links to individual member websites

Action	Responsibility	Completion Date
6.3.1		
6.3.2		
6.3.3		

Strategy 6.4 – Add capability for members to list used equipment they may have to sell.

Action	Responsibility	Completion Date
6.4.1		
6.4.2		
6.4.3		

Strategy 6.5 – Include industry-related white papers, recommended reading, etc.

Action	Responsibility	Completion Date
6.4.1		
6.4.2		
6.4.3		

Goal #7 – Increase member knowledge of electronic forms of communication

Strategy 7.1 – Include sessions at conferences so members become the expert and can be the consultant.

Action	Responsibility	Completion Date
7.1.1		
7.1.2		