STRATEGIC DIRECTION FOR THE INSTITUTE

2018-2020

*Adopted by the NIGP Governing Board on November 17, 2018*

**GOALS**

**Goal #1: Advocacy and Relevancy – Advocate for the comprehensive value and role of public procurement utilizing multiple channels.**

1. Create intentional engagements with GFOA, ICMA and others as appropriate that are focused on content, sharing and alignment; resulting in the execution of agreements and the placement of content in appropriate vehicles

**Actions:**

GFOA:

- By November 30, 2019, GFOA to review and provide input on the content developed by NIGP entitled “The Public Procurement Guide for Elected and Senior Government Officials”. By December 31, 2019, NIGP to finalize the content and produce an on-demand learning tutorial for complimentary placement on the GFOA Website and other GFOA media channels as appropriate.
- By December 31, 2018, mutually review existing content developed by the two parties to determine cross-utilization and/or cross-promotion via publications, webinars, conference workshops or other distribution channels.
- By December 31, 2018, mutually agree to review existing standards, practices, and positions previously published by either GFOA or NIGP that impact public finance, public procurement, and/or public contracting.
- By December 31, 2018, establish an advocacy task force with equal representation from both parties, comprising of members and/or staff, with the purpose of meeting at least quarterly to:
  - Discuss future topics, positions, practices, and/or standards that could be co-developed by both parties; and
  - Discuss future opportunities to promote the value and relevancy of public finance and public procurement to major external stakeholders.
- By June 30, 2019, the advocacy task force shall identify a process either party can use to request assistance in developing, communicating, and supporting advocacy issues or resources. If accepted, materials would be co-branded and both parties will be responsible for dissemination and communication to membership.
- By June 30, 2019, identify opportunities to sponsor, co-brand and/or endorse ethical and professional codes of conduct as standards that exemplify accountability and responsibility for ensuring the public trust.
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- To the extent practical, provide an opportunity for each party to host an educational workshop on topics of mutual interest during each party’s annual meeting in 2019 and 2020.
- By June 2020, staff will work with GFOA to develop a comprehensive marketing and promotional campaign to educate the GFOA membership base as to the merits of NIGP’s new education and certification offerings.

ASPA:
- By June 30, 2019, develop and deliver 4 collaborative webinar series on Innovation.
- Create and deliver a session at the annual ASPA conference and have a presence in their expo space in March 2019.

PSF:
- By June 30, 2019, co-develop and deliver 4 webinars as appropriate for both audiences.
- By June 30, 2019 identify opportunities to collaborate on research around procurement technology and procurement cyber fraud.

ICMA:
- By June 30, 2020, assess the relationship with GFOA to determine how deliverables and relationship can be used to build the ICMA relationship.

NASCA
- By June 30, 2019, discuss options for collaboration and mutual benefit with representatives of NASCA

2. Promote the utilization of the PPMF; resulting in greater utilization by public agencies

Actions:
- By December 31, 2020, Leadership has studied and created a new strategy to implement the PPMF, aligning to new competency structure.
- By June 30, 2021, a marketing campaign to be developed to promote PPMF directly to members through NIGP and Chapter outreach methods.

3. Advance public procurement through academic program standards and/or accreditation and research content; resulting in accredited programs and content placement in academic venues

Action:
- By March 30, 2019, partner with Academia to explore the viability and structure for NIGP standards to be placed within higher-ed.
- By June 30, 2019, determine if standards can be moved into an NIGP Accreditation program for higher-ed.
- By June 30, 2019, develop a plan for placing public procurement articles in appropriate scholarly journals; with at least one placement to occur by June 30, 2021.
Goal #2: Education – Create a life-long learning environment.

1. Identify and communicate the evolving competencies that define the profession of public procurement.

Actions:
- By March 30, 2019, in partnership with academia, practitioners, and Public Spend Forum research, agree on competency set and job role alignment.
- By June 30, 2019, align existing NIGP content to competencies and develop strategy to fill content gaps.

2. Curate, create and deliver the educational content and experiences most likely to advance the individual procurement professional and the field as a whole; now and in the future.

Actions:
Create the “NIGP Learning Experience” for life-long learning
- By November 1, 2018, re-launch the LMS platform, seeing user base of 5,000 members by June 30, 2019.
- By June 30, 2019, redesign our ILT, Facilitated Web, and Self-Paced Foundational courses for increased efficiency, effectiveness, and better cost alignment.
- By June 30, 2019, design concept plan for NIGP Masters Series for implementation throughout FY20.

Expand Portfolio and Products
- By November 30, 2018, create new content pricing model and structure for all newly released and updated content.
- By June 30, 2019, increase our educational offerings by:
  - adding 1 new course offering each quarter
  - releasing a minimum of 6 new best practices spaced across the year.
  - releasing a minimum of two new research reports across the year.
  - updating 2 Foundations books based on rotational schedule.
  - implementing a new book publishing structure for easier and more cost-effective publishing

Expand Events and Programs
- Research and recommend new schedule and/or experience formats, and marketing when building the 2019 Forum schedule/program resulting in an increase participation in 2019 Forum by 40% (460 hybrid registrants) over 2018 actuals.
- By December 31, 2018, identify opportunities for reducing the Forum attendee cost of registration by approximately 5%.
- By June 30, 2019, add 3 new Chapter and 3 new Agency contracts by creating a strategy to engage agencies and Chapters resulting in increased participation.
• By June 30, 2019, launch 2-3 Virtual Events with a year-end target of 800 total attendees and combined revenue of $20,000 dollars.

Goal #3: Chapter Support

1. Increase chapter support and leadership growth through promotion and enhancement of resources; resulting in chapter leadership and growth success.

Actions:

Chapter Communication:
• By March 2019, establish a set of regular, supportive and actionable communication vehicles to communicate important information on NIGP resources, programs and revenue generating initiatives available to chapter leadership to help support their unique needs.
• By March 2019, develop and communicate a revenue sharing framework with chapter leadership that can help raise funds to support various chapter activities and support NIGP’s efforts to market and promote future Virtual Conference programming.

Additive Services:
• By June 2019, develop and launch a Speakers Bureau to aid chapter leadership in the selection of quality speakers available for chapter events.
• By June 2019, provide comprehensive report detailing additive services from the national office, i.e., tools and resources NIGP may look to invest in for the upcoming fiscal year. Services may include; assistance in producing chapter events, marketing, membership recruitment, event acquisition and logistics, Zoom conferencing, website support, etc.
• By June 2019, develop a strategy for increased “in-person” presence from NIGP executives and select staff to travel to chapter meetings and/or events in the next fiscal year.