

## **PROPOSED REVISION OF NSA STRATEGIC PLAN**

### **Goal 1 – MEMBERSHIP SUSTAINABILITY**

- Increase the total number of regular and student members
- Keep membership dues reasonably affordable given anticipated increases in operational and service; If possible, conduct a membership fee to membership benefits analysis relative to societies of similar membership
- Provide novel NSA-based exclusive services on the website to increase/maintain membership
- Examine the possibility of Honored Life Members initializing an effort to “support” membership to needy colleagues with the hope that regular members might participate in supporting colleagues in other countries by paying membership fees.

### **Goal 2 – TRANSPARENT and RELEVANT GOVERNANCE**

- Try to include as much diversity (i.e., geographical, scientific discipline, age, skill set) as possible when evaluating potential candidates for Executive Committee and Committee Chairs
- Maintain strong transparency as to the direction of NSA and, as necessary, solicit/survey membership about new ideas and comments; increase inclusiveness
- Evaluate the strengths and weaknesses of the Industry Committee and develop strategies to sustain and enhance collaborative efforts in support of the needs of shellfish farmers’ specific to the industries located along each of the US coasts
- Assess the feasibility of including one international member serving in the office of Member-At-Large
- Provide membership with information about how the cost of membership dues is determined based on services offered
- Re-evaluate Strategic Plan every 5 years

### **Goal 3 – EFFECTIVE COMMUNICATION THROUGH PUBLICATIONS**

- Select and maintain JSR Editorial Board Members who provide thorough and timely reviews of submitted articles related to their specific scientific discipline
- Consider nominal remuneration for Editorial Board members efforts
- Publish high quality research manuscripts in JSR to remain competitive and increase impact factor
- Evaluate a strategy to create a position of Associate Editor or selected individuals from the Editorial Board who would be exposed to a greater understanding of operational activities to assume responsibilities of Editor as seamlessly as possible, when necessary
- Examine the introduction of the open access publication option for manuscripts accepted for publication in JSR
- Increase greater visibility of NSA through periodic highlighting of published JSR abstracts or manuscripts of notable content on the website.
- Maintain page charges for publication in JSR as low as possible
- Maintain high quality newsletter for membership
- Continue to seek sponsorship for funding of production/mailing of each newsletter

#### **Goal 4 – KEEP ANNUAL MEETING PROGRAMS RELEVANT AND ATTRACTIVE**

- Within the limitations site-specific weather and other risks, try to schedule annual meetings when most of the membership is able to attend Select meeting sites that offer reasonable registration and accommodation costs and represent geographical diversity
- Continue to broaden service to shellfish community by including sociohistorical, educational, archeological, environmental, and representative governmental sectors sessions at annual meetings; include sessions that ensure diversity of topics, particularly those of timely significance
- Include participation of members of NGOs, state and federal regulatory agencies, and industry representatives at annual meetings to foster effective collaboration on shellfish impact issues
- Incorporate novel program strategies to attract possible partial sponsorships for annual meetings
- Continue to pursue possible opportunities of overlap of NSA meetings with small scientific or industry groups to foster networking and the mission of the NSA

#### **Goal 5 – CONTINUED FOCUS ON STUDENT INVOLVEMENT AND CAREER PREPARATION**

- Continue to offer reduced registration fee for students to attend annual meetings
- Continue to disperse SEF funds annually in support of students (conference attendance awards)
- Continue to support student research awards directly, meeting attendance and recognition of JSR manuscript
- Provide honorarium/stipend for leader(s) of Recruits, as funds will allow
- Maintain student involvement through possible participation in specific standing committees and as session organization/session leader
- Continue to provide leadership programs/sessions/tutorials that prepare/educate students for careers and future leadership roles in NSA

#### **Goal 6 – INCREASED IDENTITY AND SUSTAINABILITY OF NSA**

- Strengthen identity through offerings such as short courses, workshops, webinars, and training sessions
- Introduce the use of social media and related strategies to help increase interaction among members and public visibility to manifest the important role of NSA in support of sustainable shellfisheries and basic science
- Continue to make efforts to include sessions of broaden faunal diversity at each annual meeting
- Seek opportunities to have older members share their experiences or perspectives on current needs or trends at either conferences or in newsletter articles

#### **Goal 7 - STRONG AND DIVERSE SUPPORT SERVICES TO MEMBERSHIP AND OFFICERS VIA WEBSITE**

- For the annual election of officers, consider implementation of a plan to provide members a choice of using either electronic mail balloting via the NSA website or traditional mailings to register their vote
- Continue to provide members with information about employment opportunities via the website
- Survey membership as deemed necessary to receive comments about quality of website service and new possibilities for effective use
- Maintain and enhance quality of website service as needed
- Provide on line access to presentations of historical relevance
- Use website as a source of timely and valuable news about shellfish industry issues as a complement to the NSA Newsletter

## **Goal 8 – INCREASE OF REVENUE THROUGH NOVEL APPROACHES**

- Introduce the sale of front page photos of JSR in the form of a poster
- Consider potential revenue stream through offerings such as short courses, workshops, webinars, and training sessions