

STRATEGIC PLAN OF THE NATIONAL SHELLFISHERIES ASSOCIATION



2009-2014

The National Shellfisheries Association (NSA) is organized as a non-profit society. The NSA constitution states that” the objectives and the purposes of the Association shall be:

- Section 1. To encourage research on molluscs, crustaceans, and associated organisms with emphasis on species of economic importance known as “shellfish”.
- Section 2. To gather and disseminate scientific and technical information on shellfish.
- Section 3. To promote and advance shellfisheries research and the application of results to the shellfish industry.
- Section 4. To hold annual meetings for presentation, exchange, and discussion of information on scientific and professional aspects of shellfish research and management.”

The following strategic plan has been established to guide the future of NSA. It is a working document that must be reviewed and routinely updated.

Presented to the Executive Committee: March 9, 2009

Adopted: March 22, 2009

Updated:

Goal 1 - INCREASE THE NUMBER OF MEMBERS

- Increase the total number of members by 10 % over the next 5 years; develop an ad hoc committee to conduct comprehensive analysis of reasons for memberships that are not renewed
- Actively recruit potential international members and offer incentives for membership
- Examine the possibility of offering a discounted combined membership in NSA and another scientific society such as WAS, discounted memberships for spouses, or offering sustaining memberships that offer special privileges
- Keep membership dues reasonably affordable; should not exceed 20 % over the next 5 years
- Provide novel NSA-based exclusive services on the website to increase/maintain membership
- Try to sustain student membership to be at least 15 % of the total membership

Goal 2 - ESTABLISH A VIABLE HOME OFFICE WITHIN 3 YEARS TO STRENGTHEN IDENTITY

- Establish an *ad hoc* committee to seek possible/potential locations of the NSA Home Office to provide future stability of operation
- Within the next 5 years contract at least a conference manager to plan annual conferences (other than the triennial) or hire a part-time, preferably full time, administrator who has experience in the management of professional organizations and who is responsive, proactive and dedicated to sustaining NSA; responsibilities may include program preparation, site evaluation, hotel negotiation, and other planning for annual conference;
- Remove responsibility of NSA VP for development of programs for annual non-triennial meetings in favor of continuity of assignment to one individual over several years

Goal 3 - CONTINUE TO IMPROVE WEBSITE AND PORTAL TO PROVIDE STRONG AND VARIED SUPPORT SERVICES TO MEMBERSHIP AND OFFICERS

- Incorporate a system of electronic balloting for annual election of officers on the NSA website within the next 3 years
- Add links to broaden service to members relative to employment opportunities
- Continue to have surveys of membership to receive comments about quality of website service
- Evaluate contractual services annually relative to cost versus quality of service
- Increase use of website by EXCOM and committees to keep information fresh and valuable to membership
- Develop outreach uses of website to serve public and expand value and recognition of NSA

Goal 4 - MAINTAIN HIGH QUALITY JOURNAL FOR MEMBERS

- Select and maintain Editorial Board Members who provide thorough and timely reviews of submitted articles related to their specific field
- Maintain high publication standards
- Reduce number of pages per issue so total for three standard issues is 800 according to recommendations of Treasurer and ABF chair and review recommendations periodically
- Reduce or eliminate page charges; come to agreement concerning page charges prior to publication
- Continue to solicit and evaluate proposals from other publishers every three years
- Evaluate a strategy to create a position of Associate Editor or an array of Subject Editors who could be sufficiently trained to assume responsibilities of Editor, when necessary

- Within 5 years, develop a system whereby all articles are submitted electronically and all reviewers can access the articles and submit their reviews electronically
- Enhance impact factor of *JSR*

Goal 5 - MAINTAIN STRONG STUDENT FRIENDLY ACTIVITIES AND INVOLVEMENT FOR NSA SUSTAINABILITY

- Continue to offer reduced registration for students for annual meetings
- Develop a plan to establish a specific level of SEF funds, how that level will be maintained, and the amount and where funds will be distributed annually
- Increase number of awards for different student competitions
- Establish annual stipend/honorarium for leader(s) of Recruits
- Increase student involvement through participation in specific standing committees and session organization
- Award a summer shellfish internship to a high school student annually using SEF

Goal 6- CONTINUE TO MAINTAIN HIGH QUALITY NEWSLETTER

- Maintain ongoing sponsorship to fund production/mailing of each newsletter

Goal 7 –INCREASE EXPANSE AND CONTINUITY OF NSA

- Continue to broaden service to shellfish community by including sociohistorical, educational, archeological, environmental, and governmental sectors in annual meetings
- Continue to broaden faunal diversity at each annual meeting with sessions devoted to crustaceans, echinoderms, and chelicerates (horseshoe crabs)
- Maintain annual meetings while selecting sites that will offer reasonable registration and accommodation costs.
- Provide opportunities to have older members share their experiences either at conferences or in newsletter articles
- Actively seek international members as candidates for offices within NSA; strive to have one international member serving in the office of Member-At-Large
- Poll membership about whether they support a name change to “International Shellfisheries Association”

Goal 8 – BUILD AND INCREASE COLLABORATIVE ENDEAVORS THAT ARE FORMAL AND CONSISTENT

- When possible, take advantage of collaborative endeavors and include regional producer organizations, governmental agencies

- Invite specific members of NGOs, government agencies and industry to annual meetings to collaborate on watershed and land-use decisions and other shellfish impact issues

Goal 9 – INCREASE REVENUE THROUGH NOVEL APPROACHES

- Reestablish NSA Cookbook
- Produce well-designed, suitable for framing meeting posters for sale
- Develop novel program strategies to attract sponsorships for annual meetings

Goal 10 - ESTABLISH STRATEGIES TO ENCOURAGE VOLUNTEERISM AMONG MEMBERS

- Improve transparency and inclusiveness of operations
- Develop mechanisms that provide value to volunteer efforts