Growing Our Reach and Impact

INTRODUCING NGA'S 2025-2027 STRATEGIC PLAN

Building on the achievements of the previous strategic plan, the National Guardianship Association (NGA) has developed a new three-year plan for 2025-2027, aimed at further enhancing our organization's impact. This plan results from a comprehensive, data-driven approach designed to support our mission in the years ahead.

NGA's mission is to advance the nationally recognized standard of excellence in guardianship.

NGA once again partnered with 2B Communications & Strategy Group to lead the design and facilitation of its strategic planning process, which included:

- **Interviews:** Completing interviews with key staff, board members, and stakeholders, including representatives from The Pennsylvania Guardianship Network and other partner organizations.
- **Online Surveys:** Conducting board and member surveys to gather insights and feedback.
- **Data Analysis:** Examining NGA's historical records and multi-year trends, including membership growth, conference and event participation, webinar and Coffee Chat attendance, publication sales, financial performance, and communications metrics.

On July 11-12, 2024, a pivotal in-person planning meeting occurred in Minneapolis. At this meeting, board members and staff reviewed the research findings and engaged in robust discussion to identify key goals and strategies for the future.

Draft goals and strategies were then circulated to the board and key staff for further input. Based on the feedback received, refinements were made. A virtual session in September provided a final opportunity for review and discussion before completing the plan.

Over the next three years, NGA will prioritize engaging more guardians through our signature National Conference on Guardianship and other offerings, building broader networks, and addressing the critical gap in national guardianship data, essential for advancing best practices and standards.

We are proud of this new strategic plan, and are confident that its successful implementation will meet the diverse needs of NGA members through strategies that will increase awareness, expand outreach, and advance the field of guardianship.

NGA's board of directors approved the plan on November (add date), 2024.

2025 - 2027 Goals & Strategies

The strategic framework details NGA's overarching goals and strategies, which serve to direct our programs and activities over the next three years. Four of our strategic goals represent focused areas of action. Organizational Excellence is a foundational goal encompassing several cross-cutting functions that support everything NGA does.

AWARENESS GOAL: Be a national resource for best practices in tracking, monitoring, and management of guardianships.

Strategies:

a. Conduct research to identify what guardianship data exists.

b. Develop a position statement to advance and support effective tracking, monitoring, and management of guardianships.

c. Establish an NGA webpage that catalogs available guardianship tracking data and resources and a plan to consistently evaluate the content and update when necessary.

EDUCATION GOAL: Serve as the leading source of education and knowledge on guardianship for all stakeholders.

Strategies:

a. Keep delivering exceptional programming at NGA's conference and colloquium.

b. Provide a comprehensive array of online and in-person educational opportunities tailored to the diverse needs of individuals across the guardianship community.

c. Finalize, roll out, and maintain the 18-hour fundamentals course.

d. Develop advanced National Master Guardian training.

e. Explore, define, and pilot an online or in-person guardianship university training module or program.

MEMBER ENGAGEMENT GOAL: Provide meaningful opportunities for connection, community, and belonging.

Strategies:

a. Strengthen how NGA works with and supports state affiliates and networks and expand to additional states.

b. Deepen member onboarding and retention (e.g., host member check-ins and explore mentor program).

c. Facilitate member engagement through Coffee Chats, Special Interest Groups (SIGs), conferences, and other programming.

d. Promote engagement opportunities throughout NGA communications.

COLLABORATION GOAL: Build and maintain purposeful relationships to advance guardianship excellence.

Strategies:

a. Actively participate in the National Guardianship Network.

b. Work with state affiliates and other allied organizations to advance standards of excellence.

c. Proactively seek collaborations to increase the usage of NGA's guardianship resources.

ORGANIZATIONAL EXCELLENCE GOAL: Optimize organizational effectiveness to achieve long-term sustainability and strategic growth.

Strategies:

a. Evaluate and update governance and committee structures, leadership training, and practices to ensure effectiveness.

b. Grow membership through targeted and sustained recruitment and retention efforts.

c. Continue to build and diversify NGA's revenue sources (e.g., bulk sales of courses).

d. Improve NGA's website and build technology capabilities (e.g., data, payment, webinar hosting).

e. Maintain sound financial and operational policies and procedures.

f. Align staffing and resources to ensure the successful implementation of the strategic plan.