

North Alabama International Trade Association

2020 Strategic Direction Document

Vision

For North Alabama to be recognized as a Center of Excellence for International Trade.

Mission

To provide International Trade advocacy, training, and networking to promote economic growth in North Alabama.

Stakeholders

1. NAITA Membership
2. North AL Business
3. Intl Support Services
4. Economic Dev. Orgs.
5. Federal, State & Local Govts in North AL

Key Results Areas

1. Membership Retention, Expansion & Diversification
2. Prioritized & Targeted promotion of our region
3. Organizational Sustainability
4. Alliances with Regional & Intl. Econ. Dev. Orgs.
5. Alliances with Academia
6. Alliances with Legislators representing the region
7. Alliances w/other International Organizations
8. Alliances w/Statewide Trade Dev. Orgs.

Critical Issues Summary

1. Trade Education
2. Public Awareness
3. Membership
4. Alliances – foreign & domestic
5. Metrics to measure success

GOALS

Goal 1

Programs & Services

- Conduct annual events, such as World Trade Day, FMS/USASAC event
- Annual membership input for programs/topics.

Leader: VP Programs & Services

Attendance Objectives

- WTD 2020 – 200 attendees
- Conversation on Trade – 100 attendees
- NAITA FMS Industry Day – 200 attendees

Action: Survey Members on programs/topics of interest

Action: Post event surveys to determine quality of programs

Metrics: Tally total event attendance & compare year-to-year

Metrics: Analyze post event surveys to determine results

Goal 2

Development

- Maintain membership growth - primary focus on expanding corporate level memberships through recruitment and outreach.
- Continue Sponsorship Development Plan to cover costs, increase attendance & provide organizational sustainability

Leader: VP Development

Objectives

- Increase NAITA awareness across North Alabama
- Continue to expand NAITA's Social Media outreach

Action: Offer membership events in at least 2 counties with cumulative goal of growing membership and diversifying across North Alabama

Action: Increase Sustaining Membership by 5

Metrics: Raise \$35,000 through 2019 Sponsorship Campaign

Goal 3

Global Initiatives

- Understand impact of trade on our region
- Educate/advocate for positive trade policy
- Provide broader exposure for NAITA members
- Further develop relationships with targeted foreign entities

Leader: VP Global Initiatives

Objectives

- Monitor critical trade issues and educate membership-determine advocacy efforts needed
- Expand Faces of Trade on website
- Further develop relationships with targeted entities in Australia, Belgium, Canada, France, Germany, India, Mexico, and the UK
- Increase participation in Capabilities Booklet

Action: Print new Capabilities Booklet for 2020 international events

Metrics:

Goal 4

Fiscal Sustainability

- Adopt a balanced budget annually; Reserve to be used for special initiatives
- Develop a plan for long-term organizational sustainability
- Audit/Review every three years

Leader: Treasurer

Objectives

- Identify additional funding streams/sources

Action: Continue to implement annual Sponsorship Campaign as a revenue stream.

Metrics: