



NPRRA Goals: Short/Long Term

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SHORT TERM GOALS:

Develop Best Practices

Revamp existing Training Institute courses

Grow membership

Continue GAC gardening

Develop & launch NPRRA app

Create a social media calendar to improve content and presence

Originate an advisory council or committee of past presidents

Bolster the New Member Ambassador Program

Encourage NPRRA branding by members

Overhaul the general sponsorship and advertising options

Promote Institute course usage via special member pricing

Review goals on a quarterly basis

LONG TERM GOALS:

Develop an individual certification program

Continue to develop new and revamp current education courses

Explore additional member benefits

Fully fund reserves

Identify future initiatives

Review dues structure and rates

Review Institute structure and rates