



NATIONAL COURT REPORTERS  
FOUNDATION

# 2019-2021 Strategic Plan



**National Court Reporters Foundation**

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## NCRF Mission

NCRF supports the court reporting and captioning professions through philanthropic activities funded through charitable contributions.

## Strategic Focus Areas

- I. Improve communication and better articulate value to constituents.
- II. Build and operate a sustainable organizational and financial model.
- III. Position our profession and foundation for the future by focusing on being more inclusive and increasing support of educational initiatives.



## I. Improve communication and better articulate value to constituents.

### A. Develop and implement an Annual Communications/Marketing Plan based on our Strategic Plan.

- Timeline: Annually
- Accountability: Staff

### B. Develop a case for support.

- Timeline: 2019
- Accountability: Staff

## II. Build and operate a sustainable organizational and financial model.

### A. Strengthen financial partnership with NCRA.

1. Revisit Memorandum of Understanding (MOU) with NCRA annually.
  - Timeline: 2019, redraft; revisit annually
  - Accountability: Staff for NCRF Board and NCRA Board approval
2. Create and implement development plan to secure increased Foundation funding of 10% year over year of the approved annual budget.
  - Timeline: Annually
  - Accountability: Staff and Trustees
    - Annual goals for the Board
      - ◆ As industry leaders, use their influence
    - Annual goals for staff

### B. Develop and implement an Annual Business Plan based on our Strategic Plan.

1. Modify structure and staffing model to achieve success.
  - Timeline: Review annually
  - Accountability: Staff
2. Prioritize resources to create and grow programs that are, or have the potential to be, fundable and yield the strongest outcomes in accomplishing our mission, and eliminate those that do not meet objectives.
  - Timeline: Review annually
  - Accountability: Staff



## **C. Strengthen NCRF's governance policies and Board culture to reflect the strategic role of the Board and expectations for leadership and engagement as the Foundation evolves.**

1. Develop a Board agenda and deliberation process that reinforces the strategic role of the Board in monitoring the progress of the NCRF strategic plan.
  - Timeline: Every Board meeting
    - Quarterly Board meetings (virtual or in-person)
  - Accountability: Board
2. Develop communications protocol among Board and among Board and staff.
  - Timeline: First quarter 2019
  - Accountability: Staff
3. Bylaws review/update.
  - Timeline: Review biennially; update when necessary
  - Accountability: Board
4. Staff to conduct an in-depth Board orientation for incoming and future Trustees focused on the Trustees' strategic role. Training will clarify roles and responsibilities, decision-making processes, and reporting structure.
  - Timeline: Annually, in conjunction with the annual meeting
  - Accountability: Board chair with staff

## **III. Position our profession and foundation for the future by focusing on being more inclusive and increasing support of educational initiatives.**

### **A. Be more inclusive by adding captioning to our name and becoming the National Captioners and Reporters Foundation (NCRF).**

- Timeline: Add to 2019 Business Plan, contingent upon NCRA's name change.
- Accountability: NCRF Board presents to NCRA Board for final approval



## **B. Support NCRA's rebranding initiative to update the image of stenography as a highly skilled, technical profession that is relevant today and for the future.**

1. Serve as the primary champion of the DiscoverSteno awareness campaign to garner funding for marketing and advertising.
  - Timeline: Determine needs in 2019
  - Accountability: Staff
2. Financially support rebranding initiative.
  - Timeline: Determine needs in 2019
  - Accountability: Staff
3. Support court reporting programs/stenography programs to incorporate captioning in recruiting efforts/positioning of career choice.
  - Timeline: Ongoing
  - Accountability: Staff
  - Resources: TBD

## **C. Increase funding for NCRA A to Z™ program.**

1. Timeline: Raise \$100,000 total by 2021
2. Support five active pilot programs per year, engage 1,500-2,000 students by 2021, evaluate/track.\*
3. Accountability: Staff

*\*contingent on funding*

## **D. Increase financial assistance awards to \$25,000 per year by 2021.**

### **Possible funding allocation:**

1. Convention assistance
2. Pool or grant for equipment
3. Education assistance
  - Explore captioning service grants
    - Timeline: Ongoing
    - Accountability: Staff



## **E. Explore feasibility of funding high school steno court reporting/captioning curriculum.**

1. Timeline:
  - 2019: Start the feasibility study
  - 2020: Implement plan by end of year
  - 2021: Expand in 2021
2. Accountability: Staff
  - Budget item evaluated annually

## **F. Support mission-focused research program.**

1. Support strategic research that supports the case for demanding the human component of stenography in the state and federal court systems, as well as updated research that demonstrates the viability of professional stenographic court reporting and captioning as a career choice.
  - Establish research committee
  - Review NCRA's research proposals/needs as they arise
    - Timeline: NCRF will fund research on an 18-month rolling cycle
    - Accountability: Staff will identify priorities and present to committee who will present to the Board; Board will approve plan; staff accountable for execution
    - Resources: Special project budget
2. Explore feasibility of funding technology-based remote steno reporting as a solution for talent shortage and a long-term solution to evolving NextGen member needs.
  - Establish committee focused on feasibility study for remote steno reporting; committee chaired by a member of the Board of Trustees
    - Timeline: Report to Board by end of second quarter 2019
    - Accountability: Committee
    - Resources: Evaluate to determine needs

