



# 2026-2028 Strategic Planning Report

National Court Reporters Foundation

**January 2026 – December 2028**  
**Strategic Plan**  
**for the National Court**  
**Reporters Foundation**

**January 2026**

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# **2026-2028 STRATEGIC PLANNING REPORT**

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# Background and Methodology

In the Fall of 2025, a task force was assigned to review the expiring Strategic Plan for the National Court Reporters Foundation (NCRF) consisting of members: Meredith Bonn, RPR, CRR, NCRF Chair-Elect; Karen Tyler, CRR, RDR, NCRF Trustee; Amie First, RDR, CRR, CRC, CPE, NCRF Trustee; Amy Doman, RDR, CRR, NCRF Angel Donor, and Jill Parker-Landsman, NCRF Director. This report represents the Strategic Plan from the NCRF Board of Trustees' review of the task force's suggested edits to the short-term goals and objectives as well as identifying activities that remain relevant for the next three years.

The 2026 to 2028 Strategic Plan is a living and dynamic document that serves as an organizational guide for volunteer leaders of the NCRF Board of Trustees. The plan's actionable items better position NCRF to continue to provide superior value through enhanced member communications, education, outreach, and organizational efficiencies.

While the mission of NCRF remains to support the court reporting and captioning professions through philanthropic activities funded through charitable contributions, the focus is on using donations raised to support reporters and captioners from recruitment to retirement. This strategic plan outlines the overarching strategic priorities with a breakdown of how to effectuate that work and track its progress.

# 2026- 2028 Strategic Plan Overview

**The focus of the plan:**

- 1. Raise funds under NCRF's Charitable Status as a 501(c)(3) charitable organization**
- 2. Increase member engagement with a Recruitment to Retirement Strategy**
- 3. Work with NCRA on Getting More Students into the Profession**
- 4. Public Relations for Foundation**

The following matrix will be used to identify and accomplish these tasks.

<i>Strategic Goal:</i>	What needs to be accomplished
<i>Action Steps:</i>	Specific tasks needed to complete the goal
<i>Prioritization:</i>	High, Medium, Low
<i>Responsibility:</i>	Staff or volunteer member responsible for Action Steps

This Strategic Plan is a continuation of the ongoing work being conducted by staff and Foundation volunteers. It is recommended to the NCRF Board of Trustees that they conduct a new survey of members in the Fall of 2028 and review and reassess the next round of priorities to create a strategic plan for 2029 and beyond.

# 2026-2028 Strategic Plan Action Items

Below are the overarching strategic priorities for the NCRF Foundation

1. **Raise funds under NCRF's status as a 501(c) (3) charitable organization**
2. **Increase member engagement with Recruitment to Retirement offerings**
3. **Work with NCRA on Attracting More Students into the Profession**
4. **Increase Public Relations messaging for Foundation**

**Strategic Goal:**           **Raise funds under NCRF's status as a 501(c) (3) charitable organization**

## **Action Steps:**

1. Continue expanding fundraising across all possible sources. New campaigns are launched as needed, keeping efforts flexible and responsive.

- a. Solicit donations from related organizations such as Bar Associations/Foundations and all other stakeholders.
- b. Follow up on Legacy Society donors who have identified NCRF in their wills. Past legacy donations have funded the professionalism institute within NCRF.
- c. Other

2. Facilitate Memorial Angel donations and fundraising:

**Timeline:**                   1. Ongoing  
                                      2. Organize and implement 3 months to 3 years  
                                      3. Ongoing

**Responsibility:**           1. Angel Gatherers Committee  
                                      2. NCRF Director, NCRF Manager, Angel Gatherers Committee, NCRF Trustees  
                                      3. NCRF Director and NCRF Manager

**Prioritization:**           High

***Strategic Goal:***  
**Increase**

**Create a Recruitment to Retirement Strategy to  
Member Engagement**

Implement a plan that allows NCRF to assist NCRA with a long-term membership recruitment and retention policy that ensures we maximize potential members' engagement with NCRA/NCRF throughout their entire careers. The goal is to make NCRA/NCRF the "go-to" resource and preferred association for those who are entering the profession and proceeding through each phase of their reporting/captioning career.

**Actions Steps:**

1. Anticipating the needs of every segment of the profession (potential student, student, new professional, mid-career, late-career, retirement) to help members with their needs from finding out about stenography, to entering and graduating schools quickly, to career development. Create and use Foundation programs to boost membership in NCRA.
2. Use Education Modules
  - Continue to boost the reach of Steno A to Z program for recruitment of potential students
  - Continue to market the use of Career Launcher for new graduates and new professionals in year 1-5
  - Cross Training (mid-career) Freelance/Official/Captioner
  - Transition modules
  - Short/focused Zoom educational modules.
3. Boost the number of volunteer mentors.
4. Support the mentorship program in every way possible to enable students to graduate faster.
5. Boost the use of previously created and generate new positive NCRF testimonial campaigns to highlight the energy and passion of our members.

*Timeline:*

1. Ongoing
2. Ongoing
3. Ongoing
4. Ongoing
5. Ongoing

*Responsibility:*

1. NCRF Board of Trustees
2. NCRA Education: Professional Development
3. Partnership on MMO Committee (Virtual Mentorship Program)
4. NCRF Manager, NCRF Director, NCRF task force
5. Marketing department, NCRF Manager, NCRF Director and PR committee

*Prioritization:*

High

***Strategic Goal:***

**Public Relations for Foundation**

***Action Steps:***

1. Communicate what the contributions do/accomplish for court reporters and captioners
2. Use NCRF/NCRA programs to spotlight the Foundation's success
3. Multiple eblasts to membership and target audience
4. Social media PR campaign of Foundation's accomplishments
5. Create FOMO (Fear of Missing Out)
6. Meet your Trustees content on social media (creating relationships with personal stories)

7. Spotlight scholarship and grant recipients and what the money did for them
8. Highlight "Why I Give to NCRF"
9. Communicate with all students about what NCRF does for them with articles in the NCRA Up to Speed eblast to student members, post on student, CR social media platforms

*Timeline:*

1. Ongoing and renew focus every Nov./Dec.
2. Every occasion a program takes place
3. Every six months
4. Ongoing
5. Ongoing
6. Once a quarter
7. Ongoing
8. Ongoing and rotating through Angels
9. Yearly

*Responsibility:*

1. NCRF Chair, NCRF Manager, NCRF Director
2. NCRF Manager, NCRF Director, Program leaders
3. NCRF Manager, NCRF Director
4. NCRF Manager, NCRF Director, NCRA Communications Director, committees
5. NCRF Director, Angel Gatherers Committee Chair
6. NCRF Chair, NCRF Director, NCRA Communications
7. NCRF Manager, NCRF Chair
8. The marketing department puts out submitted information from Trustee (once a month to reach out to them)
9. NCRF Director and/or Manager submits to NCRA student marketing for email and social media campaigns

*Prioritization:* Medium

***Strategic Goal:* Work with NCRA to attract More Students into the Profession**

***Actions Steps:***

1. Work with/help to support NCRA A to Z staff/committee, NCRA Education
2. Help to arrange for the NCRA A to Z program to be in high schools nationwide
3. Marketing, social media, including awareness of stenography for high schoolers
4. Videos to recruit
5. Retention of students; motivate and mentor

*Timeline:*

1. Ongoing
2. Ongoing
3. Ongoing
4. Three to six months
5. Ongoing

*Responsibility:*

1. NCRF Manager, NCRF Director, NCRA A to Z Program Coordinator
2. NCRA A to Z Program Coordinator
3. NCRA marketing department and CLVS volunteer resources
4. NCRA social media/marketing staff, CLVS volunteers
5. Work with Professional Development's current mentor program

*Prioritization:* High

## Conclusion

The National Court Reporters Foundation at this time is working diligently and successfully to raise funds and to support the stenographic community from recruitment to retirement. The Strategic Planning task force has identified needs and deficits in the areas of the mentoring program and our lack of volunteers. In order to help perpetuate the profession, we need more students and more graduates as quickly as possible. It is believed that the Foundation can help foster a more robust recruitment, mentoring, and training arena to advance NCRA members.

Membership feedback at this time is positive as it relates to all areas of work of the Foundation. The number of fundraising campaigns, Angel donors and large donors, has risen significantly. The scholarships, grants, and awards have been distributed exponentially since the beginning of the previous Strategic Plan. Every section of this updated strategic plan is of importance in continuing the future success of the Foundation and this plan is detailed organization of how to accomplish and monitor that work.



*[NCRA.org/Foundation](http://NCRA.org/Foundation)*