

Our Strategic Plan

Goal 1



Education

Outcome:
Develop programs and conferences to educate subrogation professional in order to assist in maximizing recoveries and establishing best practices.

- Objectives:**
- Continue to promote exceptional educational programs and conferences with Quality Control in place
 - Present benchmarking and best practice benefits
 - Use technology to maximize accessibility to specialized education (e-learning)
 - Elevate Education Committee responsibilities
 - Assist in development of national and local chapter education meetings

Goal 2



Increase Awareness & Value of Subrogation

Outcome:
Enhance the stature of subrogation professionals by informing key audiences of the value of subrogation.

- Objectives:**
- Establish NASP as the “Voice of Subrogation” to the public, government and other organizations
 - Advertise and promote our successes and relationships (branding)
 - Assist members to promote the importance of the financial benefits of subrogation (toolkit)
 - Employ PR statements applauding positive subrogation stories in the news

Goal 3



Member Services

Outcome:
Enhance and expand member services and customer service to meet the needs of the membership.

- Objectives:**
- Maintain superb customer/member service
 - Maximize member services, resources and Subrogator benefits
 - Continue to demonstrate the importance of and grow participation in the CSR program
 - Create and develop Young Professionals Subcommittee
 - Maintain strong marketing activity

Goal 4



Communications & Publications

Outcome:
Provide ongoing communications and information to the members through publications and electronic resources.

- Objectives:**
- Publish the Subrogator magazine and maintain an online database of articles
 - Promote NASP, its events and successes
 - Utilize technology to maximize accessibility of information for members (website)
 - Facilitate the exchange of product safety information amongst members
 - Employ social media for maximum impact

Goal 5



Alliances

Outcome:
Utilize alliances to strengthen the voice of NASP on industry, legislative and professional issues.

- Objectives:**
- Maintain and expand industry relationships
 - Further develop alliances with other claims-focused organizations
 - Bridge the gap between NASP and NCOIL/NAIC
 - Liaison with safety administrative agencies (NHTSA, CPSC, OSHA, NFPA)
 - Develop university subrogation program
 - Develop bar association subrogation specializations

Goal 6



Infrastructure

Outcome:
Maintain the effectiveness of the organization through efficient staffing and governance operations.

- Objectives:**
- Maintain an effective and productive staff and governance operation
 - Protect and expand revenue
 - Maintain considered investment strategy
 - Spend smartly and for an organizational benefit
 - Develop a reserve fund of no less than 50% of annual expenses
 - Assess the governance operations of the Board and Committees on a periodic basis