



International Art Materials Trade Association



## Strategic Plan

NAMTA's mission is to provide its art/creative materials industry members with the products, services and information needed to grow and prosper.

### International Art Materials Trade Association

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*The past few years have represented a very difficult period in the history of the art materials business. The economy combined with a variety of challenges have seen many retailers, suppliers and reps hunker down and reinvent themselves at best or close their doors at worst.*

*Our members' best competitive instincts kicked in during this time and they returned to the core strategies that originally made them successful. So, in spite of this turmoil many have survived and some are again beginning to thrive.*

*NAMTA, too, shared in the pain and through it all learned that its members depend on the association for support, guidance and the quality of leadership that can transition this industry to a brighter, sustainable future.*

*NAMTA has conducted a bi-annual membership survey for the past few years and it also receives a wide array of feedback from its annual conference and via other research and surveys it conducts. The result of these various communication tools have played an important role in the development of this document.*

*The NAMTA Board of Directors takes its responsibilities seriously and have created a Strategic Plan which it reviews and adjusts annually as needed. The goals are lofty, but obtainable; focused, but flexible, responsive and practical. A good strategic plan should be fluid and this one will always be.*

*The NAMTA Board of Directors strongly believes that as this association goes about the business of bringing this Strategic Plan to life the results will lift NAMTA and emphatically elevate the value proposition associated with NAMTA membership.*

*The names of the NAMTA officers and Board of Directors are a part of this document because they want you to know who they are and they encourage you to contact them, any time, if you have questions or comments.*

*NAMTA belongs to all of its members and together they will ensure the long term success of the art materials business.*

*Thank you.*

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## NAMTA Officers and Board of Directors 2017-18

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### **President**

#### **Jim McDermott**

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### **Board Member**

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### **Board Member**

#### **Mike Roche**

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## **Mission Statement**

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To provide NAMTA's art/creative materials industry members with the products, services and information needed to grow and prosper.

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## **Vision**

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An international association recognized as a leader and a unifying force in the support, sustainability and advocacy of art and the art/creative materials business.

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## **Core Values**

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### **Integrity**

Promote ethical behavior; demonstrate commitment to high professional standards including respect for laws and regulations; value honest communication and productive dialogue.

### **Knowledge**

Foster inquiry, reflection, creativity and innovation; value the exchange of ideas; embrace diverse viewpoints.

### **Leadership**

Seek excellence in all products, services and endeavors; identify emerging trends and keep members informed; develop leaders; recognize and applaud achievement.

### **Collaboration**

Promote a spirit of cooperation and collegiality among individuals and organizations with common purpose.

### **Inclusion**

Foster an atmosphere of participation among all members and encourage the recruitment and retention of underrepresented groups into the NAMTA membership and association activities.

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## Goals & Objectives

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### **Goal I: Represent and advocate the art/creative materials business**

- Establish NAMTA as the primary international association for art/creative materials retailers, suppliers and sales representatives
- Promote the exchange of information and ideas to strengthen the value proposition associated with NAMTA membership
- Review the name of the association to ensure it appropriately reflects the association. Maintain "NAMTA" as the association's brand acronym
- Advocate for the art materials industry and art education; where appropriate collaborate with other organizations on issues; help coordinate and communicate these efforts to the NAMTA membership.
- Expand and improve communication with, outreach to and membership among international members

### **Goal II: Anticipate and meet the changing needs of members with products and services that will improve the value of, and increase, membership**

- Surveys – Conduct a bi-annual membership survey and a tri-annual Art/Artist survey to benchmark member/industry opinion in order to respond with appropriate services as well as valuable programs and publications for which members will pay a fee
- Communicate the value of NAMTA membership throughout the year in an effort to keep members engaged, increase member retention and to strengthen the value proposition associated with NAMTA membership - with particular attention to retailers
- Through a progressive and ongoing membership campaign expand NAMTA membership to include a wider range of art/creative materials retailers as well as non-traditional art materials-related companies in an effort to reflect the changing dynamics of the industry and ensure the association's long term sustainability
- Explore opportunities to partner with other associations, individuals and companies to provide value-added programs, publications and services
- Communications - Reinvent and transition NAMTA's printed publications to formats that are informative, attractive, interactive, and valued by both members and advertisers
- Conference & Trade Show – Annually evaluate the Annual Conference to:
  - maximize cost-effectiveness for members
  - provide stronger program content
  - attract more attendees
  - create more value for exhibitors
  - identify additional sources of revenue from the conference & trade show to support more and improved program content.

- continue ongoing analysis of opportunities to co-locate or enhance the annual conference.
- Training - Develop services and programs that will help members grow professionally and to train and educate their staffs.

**Goal III: Enhance NAMTA's leadership to provide expertise, support and experience to the association**

- Continue to ensure strong leadership and support by identifying rising art materials executives across the membership and engaging them in NAMTA activities
- Strengthen NAMTA's ability to represent the art/creative materials industry by broadening the backgrounds, and viewpoints of the board and committee members in addition to providing the tools and training to bolster their ability to help meet organizational goals
- Ensure NAMTA's ability to grow and succeed by providing educational and training opportunities for the NAMTA staff

**Goal IV: Strengthen NAMTA's financial position in order to expand existing programs respond to changing economic conditions and enhance its information technology to support its infrastructure and meet member needs**

- Review the strategic plan annually to verify its viability relative to changing business and financial environments.
- Evaluate the membership dues investment schedule and make appropriate adjustments to reflect the realities of the economy, individual member size and member benefit
- Operate, minimally, with a balanced budget
- Strive to increase NAMTA's reserve fund to 50% of annual budget
- Increase non-conference related revenue to create a 50-50 balance between conference revenue and all other NAMTA revenue
- Strive to identify new sources of significant revenue
- Eliminate the reimbursement of expenses for Board members at NAMTA's annual conference and trade show
- Enhance NAMTA's information technology capabilities for database management, customization and information retrieval to meet member needs

