



NASAR Strategic Plan 2009





Strategic Historical Perspective of NASAR

Founded in 1972 by Western State SAR Coordinators, NPS and other Emergency Managers with a focus on search management.

In 1980's NASAR expanded into management, local (organizational) SAR teams and individual volunteers, still focusing on search management



Strategic Historical Perspective of NASAR

In 1990's the SAR managers realized that they need trained SAR responders.

NASAR's membership and education/certification products were expanded to address this need.

Partnering with Federal SAR Agencies also became a focus



Strategic Historical Perspective of NASAR

In the late 1990's focus shifted towards the volunteer SAR responder and diverse SAR disciplines

Increased diversity began to compete for primary focus and direction of NASAR and strained the resources of the organization



To refocus on NASAR's purpose and direction, the Board of Directors embarked on this strategic planning process





We identified the following driving forces that influence the organization

- Who is the membership
- Fluctuating demand vs. constant need
- SAR education, standards and certification
- Volunteers vs. paid providers
- Increased SAR demand
- NASAR BOD focuses on tactical concerns rather than strategies
- Local vs. State vs. Federal
- Civil liabilities
- Lack of corporate/organizational memory



We identified several possible future scenario's that could happen within the SAR industry, the top four where:

- Increased urbanization = decreasing outdoor skills (*both the Victim and Rescuer*).
- Technology – Takes the "S" out of SAR.
- SAR becoming a paid public service agency.
- SAR becoming a Private Sector Enterprise.

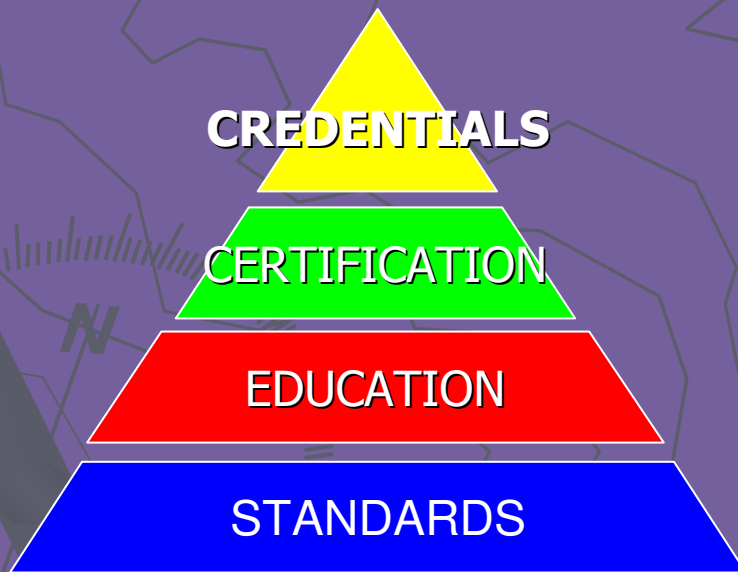


The critical issues facing this organization

- Identity
- Professionalism/Preparedness
- Value
- Financial



The building blocks of becoming a SAR professional



- Standards are the foundation of any profession.
- Expanding one's knowledge is the mark of a professional.
- Testing one's skills, abilities, and knowledge validates the professional.
- The combination of one's education and certification, based upon standards allows for professional credentials.



We identified and ranked our customer base:

1. Members
2. Organization teams
3. New students
4. Returning students
5. Licensing Agencies
6. Vendors and manufacturers
7. Individuals
8. Federal SAR coordinators
9. SAR coordinators
10. Instructors
11. NASAR Certification Coordinator



NASAR Products

- SARTECH certification
- Books and materials
- Magazines
- Equipment
- Clothing



NASAR Services

- Advocacy and insight
- Position statements
- Conferences and symposia
- Website
- Resource databases
- Special projects
- Forums
- Research and development
- Networking access
- Professional status
- Membership- insurance benefit
- Discounts
- Courses



Perceived Core Competencies

- SAR Education/Certification
- Expertise in Wilderness Ground SAR
- Voice of and advocate for the SAR Responder
- A sense of fraternity and support mechanism for the SAR Responder
- Provide a forum for the distribution, promotion, discussion and resolution of issues and offerings within the SAR Community
- SAR Industry Leadership



Competitive Analysis

After competitive analysis it became apparent of NASAR's products and services, only one stood apart in giving NASAR clear cut competitive advantage.



Vision

**NASAR is your international source
for search and rescue certifications.**



Strategy

Certification

NASAR – The only global provider of multi-disciplinary SAR certification



Mission

NASAR develops and provides professional training and certification programs for your search and rescue community.





Goals

1. To increase the professionalism of our organization, products and services
2. To develop a sustainable pool of SAR professionals
3. To make our certification products and services more available to our customers
4. To garner wider endorsement of our certification products and services



NASAR



*The only global provider of
multi-disciplinary SAR certification*

Goal 1 - *Increase the professionalism of our organization, products and services*

Objectives:

- 1) Develop processes to Increase Organization Accountability at the Committee Level
 - Write and publish corporate processes and procedures for NASAR Committees – November 2009
- 2) Develop plan to support process created for Quality Control to ensure Compliance with PAM, need to have QA plan/procedure for each certification/course – November 2009



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*The only global provider of
multi-disciplinary SAR certification*

Goal 1 - *Increase the professionalism of our organization, products and services*

Objectives:

3) Accreditation for Association (business practices)

- Select model to follow – January 2010
- Completion date for accreditation – January 2015



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Goal 2 - *Develop a sustainable pool of SAR professionals*

Objectives:

- 1) Define products or services to be used by Boy Scouts of America and Civil Air Patrol – July 2009
- 2) Recruiting and Retention Tool Kit for SAR Managers – September 2009
- 3) Lobby - voice in legislature and plan on how we can better serve our members at this level. – July 2009



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*The only global provider of
multi-disciplinary SAR certification*

Goal 3 - *Make our certification products and services more available to our customers*

Objectives:

- 1) Redesign the Licensing Program – July 2009
- 2) Identify solutions to bring online product to market for Introduction to Search and Rescue course – July 2009





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Goal 3 - *Make our certification products and services more available to our customers*

Objectives:

- 3) Identify Technical rescue entities and categorize if an accreditation program would be beneficial to NASAR. – January 2010
- 4) Redesign web presence to offer streamlined process for our customers to obtain our products
 - Increase the usability of the website to serve multiple user groups for multiple purposes – July 2009



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*The only global provider of
multi-disciplinary SAR certification*

Goal 4 - *Garner wider endorsement of our certification products and services*

Objectives:

- 1) Create brand recognition for NASAR
 - Identify different models and business practices to help foster brand recognition – July 2009
- 2) Identify preventative SAR markets – July 2009
- 3) Increase NASAR's participation with organizations with preventative SAR programs



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multi-disciplinary SAR certification*

Goal 4 - *Garner wider endorsement of our certification products and services*

Objectives:

- 4) Obtain accreditation for NASAR education programs by outside organizations through post-secondary educational accreditation process – January 2015
- 5) Create formal relationships with Governmental, Regulatory and Response Agencies/Organizations by May 31, 2010



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multi-disciplinary SAR certification*

**Taking NASAR into the next 50
years!**



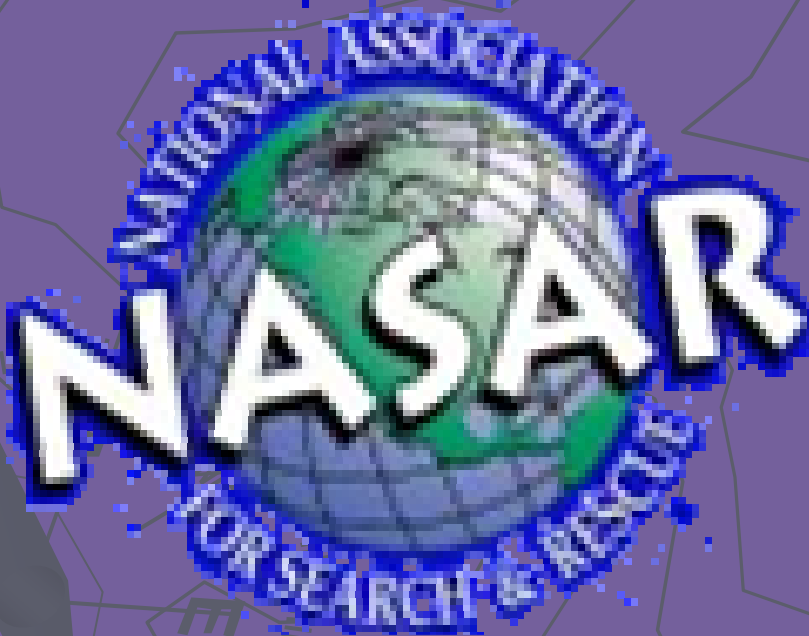
Certification



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