



NASAR Strategic Plan 2005





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.

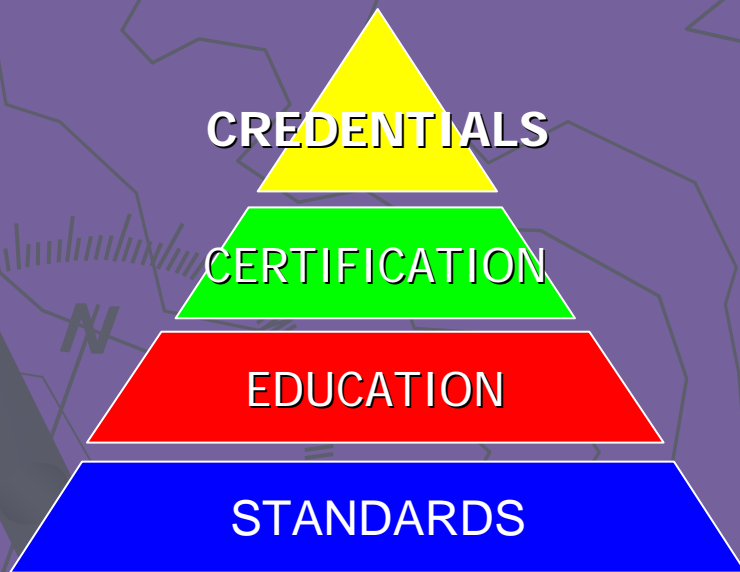


The critical issues facing this organization

- 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: Your global source for search and rescue credentials





Strategy

Certification

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



Mission

NASAR develops and provides professional credentialing products and services 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



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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:

- 1) Develop processes to increase Organization accountability by March 30, 2006.
 - Review the business processes and organizational structure
- 2) Developing, writing, and publishing all corporate processes and procedures by May 31, 2006.



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

Objectives:

- 3) Develop a financial business plan by May 31, 2006.
- 4) Review/revise membership categories to better define how members fit into the organization and contribute to the SAR profession by August 31, 2006.
 - Establish special interest sections (IAFC)
 - Define member category criteria



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

Objectives:

5) To increase the professionalism of our products by January 31, 2007.

- Develop quality control processes to evaluate the reliability and consistency of educational and certification products

6) Obtain an independent "accreditation" for NASAR (like ISO 9000) by December 31, 2010.



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

Objectives:

- 1) Work with organizations to assist them in developing SAR programs for youth March 31, 2006.
 - Work with youth organizations such as CAP and BSA
- 2) Provide recruiting and retention tools and materials for the local SAR team manager January 31, 2008.
 - Develop a comprehensive tool box for local SAR managers to use in managing their SAR team
- 3) The voice of SAR to legislators -lobby for professional recognition and funding at the local, state and federal levels January 31, 2008.



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

Objectives:

- 1) Identify and evaluate the various certification/education delivery business models by December 31, 2005.
 - Identify ways of increasing the availability of our courses/certifications by streamlining the process of access to the customer
- 2) Redesign our traditional certification delivery process by March 30, 2006.
- 3) Redesign the evaluator and coordinator certification process by March 30, 2006.



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multi-disciplinary SAR certification*

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

Objectives:

- 4) Redesign our traditional education delivery process by July 31, 2006.
- 5) Redesign our licensing program delivery process by July 31, 2006.
- 6) Restructure the instructor certification process by July 31, 2006.



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

Objectives:

- 7) Put the "R" back in NASAR by December 31, 2006.
 - Establish partnerships with technical rescue entities
 - Identify market gaps and develop or leverage technical rescue courses/certifications to fill the need in that market gap
- 8) Develop certification and educational product lines for technical rescue by September 30, 2007.
- 9) Redesign web presence to offer streamlined process for our customers to obtain our products by September 30, 2007.
 - Increase the usability of the website to serve multiple user groups for multiple purposes



NASAR



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

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

Objectives:

- 1) Develop a "good neighbor" marketing plan by July 31, 2006.
 - Engage the general public in the prevention of search and rescue incidents
 - Update the Hug a Tree program January 31, 2006
 - Distribute the Hug a Tree program by May 31, 2006
- 2) Create brand recognition for NASAR by September 30, 2006.
 - We want NASAR to be to SAR what "Coke" ® is to soda



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

Objectives:

- 3) Obtain accreditation for NASAR education programs by outside organizations by May 31, 2007.
 - Validate eligible NASAR curriculum through a post-secondary educational accreditation process
- 4) Increase NASAR's participation with organizations with preventative SAR programs by January 31, 2007.
 - Partner, or improve partnerships with organizations such as NPS such that our products are distributed, provided, endorsed or otherwise used for the general public



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

Objectives:

- 5) Create formal relationships with Governmental, Regulatory and Response Agencies/Organizations by May 31, 2010.
 - Via declaration between NASAR and NSARC that recognizes NASAR as the leader of Civil Land SAR responders
 - Assure all NASAR courses / certifications are NIMS typing compliant
 - Work with the NIMS Integration Center within FEMA to obtain approval of NASAR certifications / courses



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Taking NASAR into the next 50
years!

Certification





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*Your global
source for
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