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# **Vision 2020 Strategic Team Report 2008-2010**

**Julie Bourne, Chair**



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## **Guiding Principles**

### **Language**

We believe it is the right of every deaf and hard of hearing person to acquire and express themselves in American Sign Language and English.

### **Attitude**

We must change the society's perception of people who use ASL to one that recognizes us as a unique community with our own language and culture.

### **Self-Determination**

Society must accept our organization as an integral part in any decision-making process that influences any deaf and hard of hearing person.

### **Management**

We are committed to responsible resource allocation through optimal use of our people, time and money in the pursuit of our mission, vision, and values.



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**Goal 1. By 2020, ASL becomes a birthright of every deaf and hard of hearing person.**

Objective 1.1. Make ASL and English a part of every baby's learning, regardless of hearing level.

Objective 1.2. ASL in every educational program with deaf and hard of hearing children.

Objective 1.3. Protect every individual's right to visual communication in the U.S.



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**Goal 2. By 2020, NAD will restructure to value and incorporate community views to secure leadership as the community's advocacy organization.**

Objective 2.1. Establish priority-setting mechanism focused on translating conference priorities into strategies that fit in closely with the organizational mission.

Objective 2.2. Implement diversity best practices at all levels.

Objective 2.3. Optimize position and policy statements' effectiveness and impact.



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**Goal 3. By 2020, NAD will be an leading engine for social organization and mobilization.**

Objective 3.1. Lead through coalitions with greater emphasis on NAD core values.

Objective 3.2. Establish training and education.

Objective 3.3. Develop and centralize resources for federation of organizations

Objective 3.4. Strengthen the State Associations.



## **Goal 4. By 2020, NAD earns the distinction as a efficient advocacy nonprofit organization.**

Objective 4.1. Increase operational efficiency.

Objective 4.2. Optimize a sustainable resource base to achieve organizational goals.

Objective 4.3. Achieve staffing to meet community demands and every policy initiation.

Objective 4.4. Identify and pursue funding sources relevant to mission and vision to support existing and new programs and initiatives.

Objective 4.5. Instill the Policy Governance model at the board level.