



2018 Strategic Plan

Progress, process, possible
outcomes and next steps

10/18/2017

National Active and Retired Federal Employees Association

1

Notes:



2018 Strategic Plan

Progress

- Strategic Planning Team has met through the summer to build upon Strategic Planning Committee work

8/18/2017

National Active and Retired Federal Employees Association

Notes:



2018 Strategic Plan

Process

- Update presented at NEB/FP meeting in Jacksonville in July
- Now finalizing draft of overall plan

11/15/2017

National Active and Retired Federal Employees Association

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Notes:



2018 Strategic Plan

Possible outcomes

- Draft plan includes objectives/strategies about
 - Advocacy
 - Communications
 - Marketing
 - Business model innovation

12/15/17

National Active and Retired Federal Employees Association

Notes:



2018 Strategic Plan

Next steps

- NEB approval of final draft strategic plan October 16-17
- Publication of NEB-approved draft
- NEB approval of operating plan and 2018 budget November 28-29
- Resolutions deadline December 15

8/15/2017

National Active and Retired Federal Employees Association

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Notes:



NARFE Website Redesign

Phase 1: Non-Member Homepage

4/15/01

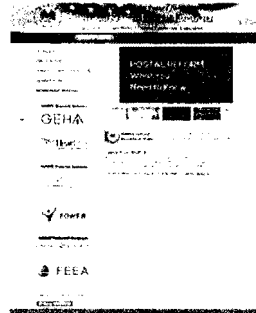
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Notes:



Information Gathering

- Reviewed sites we like
- Informational interviews with other organizations
- Reviewed NARFE website analytics
- Gathered information on technologies



6/18/2017

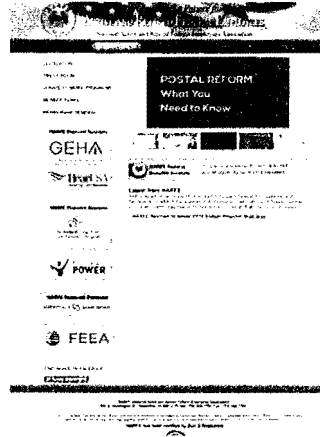
2

Notes:



Current Non-Member Homepage Changes Requested

- Change top banner design
- Make sponsors smaller
- Move member "Log In" to right
- Change top navigation bar
- Change left navigation bar
- Remove carousel
- Create large central graphic
- Create several smaller graphics/text below for "clients" that will change as needed based on content plan
- Add social media icons



8/19/2017

Notes:



National Active and Retired
FEDERAL EMPLOYEES Association

Federal Benefits Institute Legislation Membership Events Government Study CONTACT US

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OPEN SEASON 2017

The FEHB Open Season, which begins November 13th and runs through December 11th, will give Federal employees and retirees the opportunity to review the 2017 rates and benefits and change their health care coverage if they wish.

[READ MORE](#)

NEW WEBINAR!
From Federal Employee to Annuitant – Master the Process!
You may be ready to retire ... but are you ready for the paperwork? Get insider tips from nationally recognized federal retirement and benefits expert Tarmy Flanagan that will guarantee a flawless transition. [Read more!](#)

SAVE THE DATE!
2018 NARFE National Conference | August 28-29, 2018
Join us for the 51st NARFE National Conference at the Hyatt Regency Riverfront in Jacksonville, Florida. [Read more!](#)

POSTAL REFORM - WHAT YOU NEED TO KNOW!
From Federal Employee to Annuitant – Master the Process!
Legislation to reform the U.S. Postal Service (USPS) was introduced early in the 115th Congress in the House and was approved by the Committee on Oversight and Government Reform on March 16, 2017. [Find out why NARFE opposes this bill!](#)

8/18/2017

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Notes:



What's Next?

- Finalizing design concept
- Obtaining drop-down menu lists from each department for top navigation bar and for left navigation bar
- Creating template
- Building the new non-member homepage
- Developing a content strategy

6/15/2012

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Notes:
