

Nebraska
AIDS
Project

COMPREHENSIVE

Strategic 2021 Plan



Leading the way in HIV education, prevention, and access to care by addressing unmet needs and reaching more people through improved and expanded services.

PREVENTION AND TESTING

Coordinate and improve Early Intervention and Linkage-to-Care Services:

- Nebraska (NE): Create comprehensive and customizable Linkage to Care programming across the state
- Iowa (IA): Improve and formalize active linkage to care for HCV needs
- Complete research project of Black gay and bisexual men (BGBM) in Nebraska in partnership with BGBM steering committee; create action plan to implement key findings
- Further develop education/outreach programming by revamping NAP Student Ambassador/Sexual Health Influencers programming
- PrEP programming:
 - Omaha: Clinical expansion plans; reaching and serving more within our target population; program evaluation
 - Kearney: Operations underway with plans to expand in place
 - Lincoln: Pilot underway with plans to expand in place
- Expand and improve STD services across testing locations:
- Integrate prevention services with Adolescent Health Project: Access Granted platform
- Partner with the State of Nebraska and Iowa to improve education and outreach programming

SUPPORT SERVICES

- Continue to provide case management and supportive services to more than 500 people in NAP service area
- Introduce NE Field Benefit Specialist position to support expanded client-base with insurance and medical coverage needs
- Create Housing Specialist to manage the increased housing demands of clients and ensure compliance with program regulations
- Assess staffing and position needs related to program delivery for Ryan White contracts in Nebraska, Iowa, and Wyoming
- Relaunch reimagined support groups across NE with emphasis on networking opportunities that speak to clients
- Initiate needs assessment or survey with case management consumers
- Create internal quality improvement plan for 2022 implementation



Building a confident, well-known brand for NAP through enhanced marketing, development, and public policy efforts.

MISSION/VISION/VALUES

- Define services and scope of each department to define the core offerings of NAP
- Evaluate NAP's current mission, vision, and values related to the core offerings, starting with vision, moving to values, and concluding with mission
- Revisit organizational branding based on the product of the mission/vision/values activities

COMMUNICATIONS

- Create plan for coordination and execution of social media messaging to include content, timing, and staff responsible
- Build a comprehensive plan for development, marketing, and public relations materials
- Revamp NAP website, updating for better user experience and utilization
- Investigate the creation of a NAP newsletter for supporters, clients, and partners

ADVOCACY

- Create cohesive annual plan for public policy at the state and local level
- Create voter registration initiative for registering clients
- Develop stronger ties with legislators at the Nebraska State Capital
- Create a Speakers Bureau to develop a network of speakers to help achieve NAP's mission

EVENTS

- Relaunch Night of a Thousand Stars in 2021
- Relaunch and enhance NAP Bingo in 2021
- Relaunch World AIDS Day activities across NE in 2021
- Introduce NAP Ball for connecting with Black gay and bisexual men (BGBM) in late 2021

DEVELOPMENT

- Reestablish annual giving campaign in the summer of 2021 and thereafter
- Add support from two new foundations each year over next three years
- Develop a stronger database for tracking individual and foundation donor activity

Growing organizational capacity to carry out NAP's mission through staff investment and development, improved financial processes, and organizational expansion.

EMPLOYEE SUPPORT AND DEVELOPMENT

- Create a series of employee surveys related to satisfaction and training needs; create plan to address findings
- Conduct pay and benefits assessments across agency, with goal of making NAP a leading nonprofit in both categories
- Design expanded employee training, including continuous professional development, new employee orientation, and cross-training; identify quarterly training opportunities
- Create a mentorship program for professionals at NAP
- Relaunch staff retreat for team building and training

INFRASTRUCTURE

- Enhance remote case management and prevention efforts by replacing of network server
- Create operational manuals for agencies and departments
- Improve and maintain financial processes in partnership with Nonprofit Association of the Midlands financial services
- Research and establish new headquarters for NAP for the spring of 2022

BOARD DEVELOPMENT

- Create an organizational scorecard to use with leadership and board
- Connect with past NAP board members to establish a "Lifetime Board" program, keeping former members engaged beyond their time on the board
- Develop strategy for board recruitment based on maintaining skillsets, diversity, and connectivity on board at all time

