

# NDA 2019-2023 STRATEGIC PLAN

## GOAL 1: MODERNIZE STATUTORY AND REGULATORY FRAMEWORK



### STRATEGIES

- 1.1. Review NRS and NAC
- 1.2. Update NRS and NAC

## GOAL 2: INCREASE FINANCIAL STABILITY

### STRATEGIES

- 2.1. Align revenue with expenses
- 2.2. Diversify revenue streams
- 2.3. Create effective and efficient business processes



## GOAL 3: INCREASE ECONOMIC DEVELOPMENT OPPORTUNITIES FOR THE AG SECTOR



### STRATEGIES

- 3.1. Develop opportunities for current ag businesses
- 3.2. Develop opportunities for new ag businesses
- 3.3. Leverage Governor's office relationships

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## GOAL 4: BECOME A CUSTOMER FOCUSED ORGANIZATION

### STRATEGIES

- 4.1. Always consider the customer viewpoint
- 4.2. Increase public trust
- 4.3. Improve customer service
- 4.4. Expand public health services



## GOAL 5: CREATE A COHESIVE ORGANIZATION

### STRATEGIES

- 5.1. Create effective, efficient business processes
- 5.2. Improve NDA employee satisfaction by 2020
- 5.3. Embody a culture of mutual respect and teamwork
- 5.4. Evaluate internal, external communication
- 5.5. Strengthen board engagement with communities and the industry

