YOUR **WINDOW** INTO VIRGINIA POLITICS
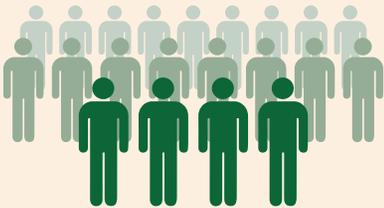
The VPAP Board of Directors has adopted a strategic plan that sharpens its mission of connecting Virginians with nonpartisan information about Virginia politics. The plan is built upon four pillars that together create a trusted place where Virginians can discover facts about politics and government.
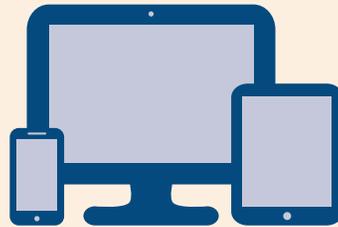
THE VIRGINIA PUBLIC ACCESS PROJECT

GOAL 1

Provide you with factual, nonpartisan information

OBJECTIVES

- Reach a broader audience
- Grow brand awareness
- Stay in sync with changes in the media environment

GOAL 2

Show you complex data in simple, visual ways

OBJECTIVES

- Keep up with ways people consume information
- Present information in innovative, simple ways
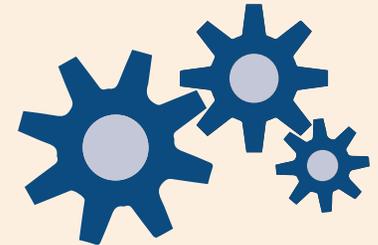- Keep up with how information flows

GOAL 3

Strengthen ability to be your trusted, independent source

OBJECTIVES

- Diversify funding base
- Increase annual revenue
- Manage fund balance

GOAL 4

Assemble well-managed, nonpartisan organization

OBJECTIVES

- Grow well-balanced & engaged board
- Use financial resources wisely
- Keep positive & productive place to work
- Maintain & enhance internal policies & procedures

vpap.org

MISSION

VPAP connects Virginians to nonpartisan information about Virginia politics in easily understood ways.

VISION

A better informed Virginia because VPAP is a trusted and accessible place for information about politics and government.

VALUES

Nonpartisan

In our hyper-partisan world, VPAP stands out because it makes an effort to present information based on facts instead of through the prism of one party or the other.

Trustworthy

In a world oversaturated with information, VPAP stands out as a cyberplace that is based on facts and where there is no agenda other than giving people information they need to make informed decisions.

Responsive

VPAP is attuned to its customers needs and is quick to acknowledge donations and respond to suggestions, criticisms, or requests for corrections.

Collaborative

VPAP partners with a variety of state and local agencies to make public information more accessible.

Stewardship

VPAP is an organization that people trust because its impact is outsized relative to its staff size and annual budget.

Innovative

VPAP is constantly looking for new ways to visualize information and to integrate disparate data in a way that brings fresh insights into politics and government.

Timely

With its focus on niche information, VPAP is expected to keep its eye on the ball and be one of the first places where people turn, particularly when it comes to money in politics.

GOAL 1:

Provide you with factual nonpartisan information
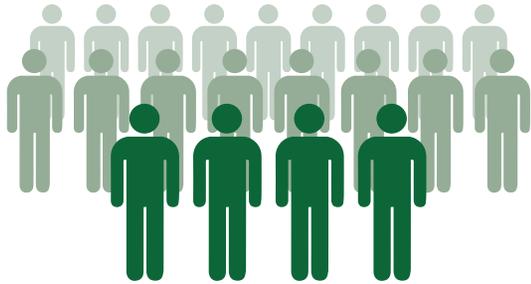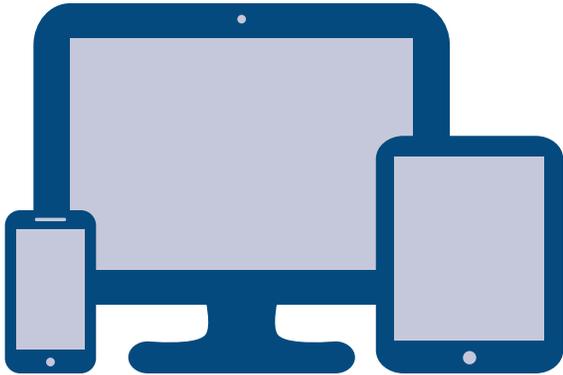
OBJECTIVES

Reach a broader audience

Grow brand awareness

Stay in sync with changes in the media environment

INITIATIVES

- Publish VPAP data on other sites
- Design website for a more general audience
- Create and implement social media strategy
- Conduct live chats
- Explore K-12 initiative
- Form board marketing committee
- Conduct paid conferences

- Expand speakers bureau
- Create advertising budget to promote VPAP in publications, online, and at events
- Implement internal procedures to ensure not advocating
- Create and implement strategy to increase use of visualizations
- Explore higher education initiative

GOAL 2.

Show you complex data in simple, visual ways

OBJECTIVES >

Keep up with ways people consume information

Present information in innovative, simple ways

Keep up with how information flows

INITIATIVES

- Develop mobile friendly presence (website and apps)

- Display and craft messages that fit decreasing attention span

- Address paywall issues

- Work with Ethics Commission on data structuring

- Adopt open data strategy

- Expand mapping to include demographics, population, etc.

- Develop strategy for incorporating expanding body of state data

GOAL 3:

## Strengthen ability to be your trusted, independent source

OBJECTIVES >

Diversify funding base

Increase annual revenue

Manage fund balance

INITIATIVES

- Implement a major donor program

- Implement a recuring giving program for donors

- Enhance annual fund program

- Explore capacity building grants

- Explore charging for "After Virginia Votes"

- Identify and implement ways to maximize revenue from VaNews

- Identify volunteers for finance committee

- Review and update investment policy

- Hire a full-time fund development officer

- Grow May event

GOAL 4:

Assemble well-managed, nonpartisan organization
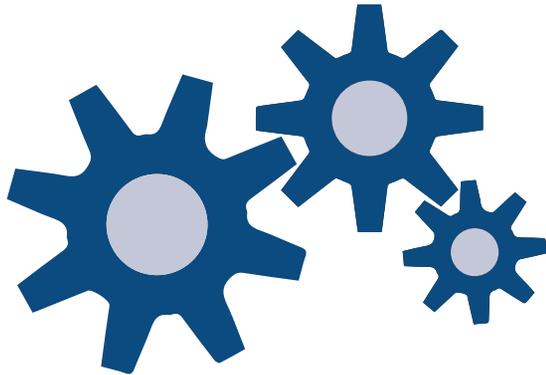
OBJECTIVES

> Grow well-balanced & engaged board
>
> Use financial resources wisely
>
> Keep positive & productive place to work
>
> Maintain & enhance internal policies & procedures

INITIATIVES

- Evaluate costs of services offering

- Create board role and board contract documents

- Conduct annual board survey

- Expand nominations committee

- Review and update policies and procedures

- Catalog staff duties, roles and responsibilities, and workload expectations

- Evaluate staffing structure

- Conduct salary and benefits study

- Provide opportunities for staff professional development training

- Establish routine evaluation process for executive director

- Enhance staff recognition and reward program