NCPG 2012 Goals

Core Purpose: *To serve as the national advocate for programs and services to assist problem gamblers and their families.*

Mission: *To increase public awareness of pathological gambling, ensure the widespread availability of treatment for problem gamblers and their families, and to encourage research and programs for prevention and education.*

2007-2014 Strategic Plan Goals:
1. *Provide core programs to ensure the availability of services for problem gamblers and their families.*
2. *Optimize the size and function of the NCPG Board of Directors.*
4. *Recruit 25,000 Individual members to the NCPG.*
5. *Recruit 500 Organizational members for the NCPG.*
6. *Create a comprehensive Development Program for the NCPG.*
7. *Encourage the certification of 4,000 gambling counselors.*
8. *Create a state-of-the-art Management Information System.*
9. *Advocate for national funding for services for problem gamblers and their families.*
10. *Plan increase in the NCPG full-time national staff.*
11. *Create a program to develop the NCPG partnerships with universities and colleges.*
12. *Create a Reserve Fund for the NCPG.*
13. *Create an Endowment Fund for the NCPG.*
14. *Increase public awareness and recognition of the NCPG.*

2012 NCPG Operational Goals
   A. Helpline: Increase data reporting through increased committee and staff outreach to call centers and development of online form. (November 2012)
   B. NPGAW: Continue providing national PSA and materials. Move NPGAW content onto NCPG website, eliminate previous vendor. (March 2012)
   C. Staff: Increase number of participants in Holiday Campaign through endorsement by WLA & promotion at WLA/NASPL conference. (October 2012)
   D. Communications: Conduct 3rd wave of public opinion research and develop report. (July 2012)
   E. Communications: Define mission of committee. Promote development of external communications plan. (June 2012)
   F. Staff: Expand use of social media and review website content and functionality. (December 2012)
   A. Conference: Improve operations by reducing costs and increasing sponsorship. (July 2012)
   B. Staff: Continue to administer certification contract. Augment services, including enhanced Directory listings. (December 2012)
   C. Education: Improve the CEU application process for Affiliates and other members. (December 2012)

   A. Awards: Develop online application, nominee page and brand, reduce monetary benefits and harmonize process. (July 2012)
   B. Board: Develop relationship with OPGRC. (July 2012)
   C. Board: Develop relationship with RGC. (October 2012)
   D. Prevention: Develop catalog to provide central resource for the field. (June 2012)

4. Core Goal: Conduct and support advocacy at state and Federal level. *Objective—Integrate problem gambling into Federal agency priorities and serve as resource to state affiliates and agencies.*
   A. Federal Affairs: Continue to advocate to designate a lead Federal agency on problem gambling. (December 2012)
   B. Federal Affairs: Develop easy to use grassroots advocacy tools and provide training at national and state conferences. (November 2012)

5. Core Goal: Maintain financial health to sustain growth of NCPG. *Objective—Meet budget goals and maintain balanced budget.*
   A. Development: Develop campaign with leadership and volunteer engagement. (December 2012)
   B. Conference: Create long term planning group to review RFP, site selection and outsourcing possibilities to maximize revenue. (August 2012)
   C. Membership: Prioritize top 3 groups and develop specific materials make targeted appeal. (December 2012)

6. Goal: Maintain and oversee organizational health to sustain growth of NCPG. *Objective—Continue to professionalize administration.*
   A. Board: Develop code of conduct. (April 2012)
   B. Bylaws: Compile necessary changes and propose for review. (March 2012)
   C. Nominations: Update Board job descriptions and handbook. (April 2012)
   D. Board: Cultivate leadership, develop and engage pool of committee members. (December 2012)