



## **Information Technology Council of North Dakota 2009 Work Plan**

Purpose of ITCND: To actively encourage the use, growth and development of information technology in North Dakota.

Every organization established to promote a particular cause has two important functions:

1. Maintain the organization
2. Promote the cause and achieve the goals for which the organization was created

In order to maintain itself, an organization must focus its energy in the areas of membership renewals and solicitation, board meetings, annual meetings, newsletters, office administration and related activities. Through the process of these activities, goals, policies and priorities are established. These activities are necessary for an organization to continue. However, the work of an organization must go beyond these internal activities to accomplish its purpose and goals. Otherwise, the organization becomes a social organization and is no longer useful.

An organization must also seek to accomplish the purpose and goals for which it was created. Any activity, whether it be legislation, financing, education, marketing, mentoring or some other general or particular goal, goes beyond the activities necessary to maintain an organization. It may be lobbying in the state legislature or in Congress, meeting with the Governor or the University System to influence decisions, preparing a document, advancing an initiative or any other task which contributes directly to the goal to be accomplished.

This 2009 work plan includes the activities necessary to maintain the Information Technology Council of North Dakota and tasks required to accomplish its purpose and short and long-term goals.

### **I. Maintain and Sustain the Organization**

- Membership renewal and membership solicitation
- Quarterly Board Meetings
- ITCND Committee and Executive Committee Meetings
- TECHWIRE Newsletter
  - Members, state legislators, key influencers, subscribers
- ITCND Website
- IT Awards Program
- Annual Meeting
- Communication and Organization Coordination
- Office Administration
- Develop printed materials promoting and explaining the Information Technology Council of North Dakota

## II. Strategic Plan Items – 2009 Work Plan

1. **Promotion and Communication:** Enhance North Dakota's information technology industry identity and serve as the voice of the North Dakota information technology community
  - Distribute the 2009 Edition of the *State of the IT Industry Guide* (L)
  - Facilitate communication between K-12, higher education and North Dakota businesses through the IT Career Awareness Program (L)
  - Provide IT information and content at local and regional conferences and meetings (rural development, colleges/universities, etc.) (P)
2. **Knowledge Sharing and Networking:** Provide a forum for sharing educational, business and technical experiences among North Dakota's information technology community
  - Support regional conferences, including the North Dakota Tech Expo (P)
  - Explore a membership networking initiative (networking roundtables) (L)\*\*
3. **Talent Development:** Actively assist in the development of a world-class information technology education system in North Dakota, create interest in information technology careers in North Dakota, and support development and training of a world-class information technology workforce
  - Develop and implement IT Career Awareness Program (L)\*\*
  - Facilitate communication between post secondary education and private sector to identify curriculum needs (L)
4. **Business Development and Entrepreneurship:** Advocate a climate of information technology entrepreneurial opportunity, commerce activity and industry growth
  - Explore state and federal procurement opportunities for member companies (L)
5. **Advocacy and Lobbying:** Represent North Dakota information technology interests in public policy matters and legislative affairs
  - Implement the 2009 Legislative Agenda (L)\*\*
    - Encourage N.D. legislators to support the ITCND 2009 Legislative Agenda
    - Coordinate activities related to creating a positive business climate with the State Chamber and Economic Development Association of North Dakota
6. **Infrastructure Development**
  - Encourage development for affordable and reliable broadband access throughout the state (C)

\*\* Indicates initiatives identified at the Oct. 13, 2008, strategic planning session as 2009 top priorities.

## III. Conclusion

By applying its resources and energy to accomplish specific goals, an organization can be effective. At the conclusion of each year, the organization can measure its success in accomplishing its work plan, and if achievements have been made, new items can be added to the next year's work plan. It is better to concentrate our efforts on a few major projects and succeed than to divide our efforts among many and not move forward.