

# STRATEGIC PLAN

JANUARY 2022-JUNE 2023

**With Digital Equity, We All Win**

Since the onset of the pandemic, public sentiment and political will around digital equity shifted quickly and dramatically. NDIA's immediate proactive actions to increase connectivity solidified NDIA's position as a leading voice in digital inclusion and as an action-oriented organization.

NDIA's 18-Month Strategic Plan (January 2022-June 2023) defines strategic focus areas and objectives. Focus areas are mutually reinforcing and reliant upon each other. An internal action plan defines projects, all of which support multiple focus areas. Focus areas and goals guide NDIA's decision making. NDIA balances the need to align with the 18-Month Strategic Plan and the ability to pivot as the need arises.

NDIA's 18-Month Strategic Plan is dependent upon our mission, vision, and values, and being a leader and collaborator doing excellent work.



Angela Siefer, executive director  
Gina Cooper Benjamin, deputy director

# NDIA'S MISSION, VISION & VALUES

## MISSION

National Digital Inclusion Alliance advances digital equity by supporting community programs and equipping policymakers to act.

## VISION

Everyone has the opportunity to use technology to live, learn, work, and thrive.

## VALUES

### Grassroots-Oriented

We're powered by on-the-ground community work.

### Diverse

We strive for diversity and inclusion.

### Collaborative

We're stronger together.

### Excellent

We contribute valuable work.

**Inclusive** All members of our community belong.

### Community-centered

We prioritize communities.

### Innovative

We're focused on a better future.

### Equitable

We center people who have been left behind.

### Approachable

We're friendly and relatable.

# 18-MONTH STRATEGIC PLAN

## STRATEGIC FOCUS AREAS

### 1. BUILD THE FIELD BY STRATEGICALLY ENGAGING A DIVERSITY OF STAKEHOLDERS

#### OBJECTIVES

- Increase number of affiliates serving communities of color and Tribal communities.
  - Integrate organizations new to digital inclusion (practitioners and advocates) into NDIA's community and projects.
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### 2. NURTURE AND ADVANCE THE FIELD WITH PROGRAMMATIC MODELS, GUIDANCE, RESOURCE DISSEMINATION, DATA ANALYSIS, AND PEER-TO-PEER SUPPORT.

#### OBJECTIVES

- Document and disseminate programmatic models, best practices, and lessons learned.
  - Interpret and disseminate federal resources.
  - Increase opportunities for peer-to-peer support.
  - Create, identify, and disseminate programmatic evaluation models.
  - Create, identify, and disseminate local and state community survey questions and best practices.
  - Define a robust digital inclusion ecosystem.
  - Increase opportunities for peer-to-peer knowledge sharing.
  - Increase opportunities for leadership within the NDIA community.
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### 3. ADVANCE ADVOCACY EFFORTS AND POLICY CHANGE INFORMED BY AFFILIATE EXPERTISE AND DATA.

#### OBJECTIVES

- Support and guide state governments' digital inclusion policies, investments, and advocacy.
  - Support and guide local governments' digital inclusion policies, investments, and advocacy.
  - Support and guide Tribal communities' digital inclusion policies, investments, and advocacy.
  - Support advocacy skill development and focus among local digital inclusion practitioners and champions.
  - Educate and inform federal policymakers.
  - Based upon the experiences and expertise of affiliates, provide recommendations and guidance to federal agencies.
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### 4. ADVANCE THE FIELD OF DIGITAL INCLUSION THROUGH AFFILIATE EXPERTISE AND DATA.

#### OBJECTIVES

- Identify and develop data gathering and analysis models for local digital inclusion programs.
  - Support use of publicly available data among affiliates.
  - Increase peer-to-peer sharing in trusted spaces.
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### 5. STRENGTHEN INTERNAL STRUCTURE AND COMMUNICATIONS STRATEGY, AND DEFINE STRATEGIES FOR DIVERSITY, EQUITY, AND INCLUSION IN ALL WORK.

#### OBJECTIVES

- Define internal supervision structure of staff.
  - Improve project management structure.
  - Define strategy for assessing diversity within staff, working groups, event presentations (internal and external), vendors, and digital content.
  - Establish a live communications plan that supports all aspects of our work.
  - NDIA is a great place to work.
    - Recruit and retain "best in class" talent.
    - Cultivate a pipeline of future talent.
    - Ensure excellent workplace culture.
    - Equip employees for success.
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