



North American Generator Forum Strategic Plan: 2017–2020

Revised January 2017

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Executive Summary

The North American Generator Forum (NAGF) Strategic Plan for 2017 through 2020 sets forth the goals and objectives of the NAGF and overviews of the activities expected in the 2017–2020 timeframe. The purpose of this Strategic Plan is twofold: a blueprint for the near-term goal to transform the NAGF from an ad-hoc forum to a self-sustaining organization; and to outline future activities capitalizing on the current strengths of the NAGF including candid, best-practice information exchange for reliability issues for generator owners and operators.

Mission

The NAGF mission is to promote the safe, reliable operation of the generator segment of the bulk electric system through generator owner and operator collaboration with others who have a vested interest in the reliable operation of the bulk electric system.

Core Values

- Leading change by identifying, sharing, and encouraging the implementation of technical, operational, and regulatory best practices.
- Fostering a membership community for sharing information and lessons learned.
- Establishing relationships with organizations to jointly educate and advocate regulatory and technical issues.
- Maintaining appropriate confidentiality while strategically sharing selected information to advance credibility and influence.

Members

The roles of the members are critical to the success of the NAGF. As such, the roles of the members are included as part of the strategic plan. The information and activities will be successful only with active participation of the members.

- Members provide their **expertise and judgment** in return for even greater knowledge and understanding of reliability issues.
- Members **actively seek input** because they recognize the value associated with constructive peer feedback.
- Members **approve and support** the NAGF's goals and objectives.
- Members consider **industry interests** when participating in forum activities.
- Members **actively participate** in at least one of the NAGF Working Groups or Standard Review Teams.
- Members **share information** about generator operational reliability issues and lessons learned.
- Members **lead and govern** the NAGF.

Strategic Goals and Objectives

- 1. Grow the NAGF to be the premier organization dedicated to generator reliability issues.**
 - Increase membership and member participation in NAGF activities.
 - Maintain organizational structure and funding mechanisms for the long-term growth of the NAGF.
 - Ensure the NAGF is providing value to its membership.
 - Manage communication and marketing to reflect the capabilities of the NAGF.
- 2. Foster relationships with regulators and advocacy groups to provide avenues to educate and collaborate on the needs of NAGF members.**
 - Interact with key organizations to understand respective priorities, clearly define problems, evaluate solutions, and offer input on topical issues.
 - Advance NAGF influence and credibility through participation in various generator-related reliability venues.
- 3. Promote effective information exchange and learning opportunities for and between members.**
 - Develop a new website to enhance member collaboration and experience.
 - Create mechanisms to promote sharing of information.
 - Employ the membership to assist in the identification of emerging reliability-related issues most critical to the generator community.
 - Ensure working groups are optimized to provide value and reliability benefits through a master working group charter.
- 4. Become a self-sustaining, non-profit organization.**
 - Hire a dedicated Executive Coordinator.
 - Primarily fund the NAGF through membership dues.
 - Seek various funding mechanisms without jeopardizing NAGF independence.