

NATIONAL AGRICULTURAL ALUMNI AND DEVELOPMENT ASSOCIATION

2017-18 Work Plan by Program Area Priorities

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
<p>1. MEMBERSHIP RECRUITMENT, ENGAGEMENT, AND RETENTION <i>Purpose: To identify and facilitate recruitment of new members, ensure that the expectations and professional development needs of current members are met, and engage and retain members by providing professional development opportunities throughout the year.</i></p>		
<p>Executive Committee Membership Committee</p>	<p>Increase annual membership dues.</p>	<p><i>Activities: Evaluate current dues structure and make appropriate increases to each membership.</i></p>
<p>Communications Committee Outreach Education Education Committee Chairs: Haley Cook, Melissa Bean</p>	<p>Provide engagement between conferences in an effort to replace VCB.</p>	<p><i>Activities: Research on-going communications tools (slack, zoom, etc.) and decide whether or not each tool would be useful.</i></p>
<p>Education Committee Chair: Adam Cahill</p>	<p>Provide professional development through an annual conference offering sessions for alumni, development, student professionals, communications, and volunteers.</p>	<p><i>Activities: In cooperation with the Conference Planning Committee, coordinate speakers and sessions. Manage speaker budget.</i></p> <p><i>Additionally, develop a process to collect session suggestions throughout the year.</i></p> <p>Status:</p>

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<p>Outreach Education Committee Chair: Melissa Bean</p>	<p>In support of member professional development, provide five education based touch-points per year focusing on all professional areas of NAADA— alumni, development, student professionals, communications, and alumni volunteers. Especially focus on those new to the profession and provide basic BB&S via online tools (e.g., Tips on successful tailgates, Making the First Ask, Building an Ambassador program, etc.).</p>	<p><i>Activities: Solicit ideas for topics from the membership—possible ideas may come from membership survey. Develop a schedule of topics and work with staff to publicize to the membership. Follow up to be certain any recorded sessions are posted to NAADA web site. Work with Marketing Committee on driving members to the site and the recordings.</i></p> <p>Status:</p>
<p>Education Chair with Conference Planning Committee and Executive Committee</p>	<p>Enhance conference programming by securing nationally known speakers that meet the needs of NAADA members.</p>	<p><i>Activities: Gather proposals for potential speakers. Discuss and choose speakers each fall.</i></p> <p>Status:</p>

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Executive Committee	<p>Encourage institutions to share demographic information in order to provide another value-added resource to their membership.</p> <p>Provides institutions with the tools to benchmark against their peers for additional support and recognition by administration.</p>	<p><i>Activities: Revisit with IT. Turn off additional information, circulate current questions and evaluate. Develop survey (google) and create summary document. Promote the value of the data at annual meeting and via other publications and social media to entice use of the database. Encourage data updates at least once per year – either at membership renewal or prior to the annual conference.</i></p> <p>Status:</p>
Task Force Chair: Outreach Kim O’Neill Melissa Bean	To enhance member value between conferences and provide additional professional networking opportunities for members between conferences.	<p><i>Activities: President appoints task force to investigate networking opportunities that could take place in the western region between conferences.</i></p> <p>Status:</p>
Membership Committee	Collect 100 percent membership renewals for 2017-2018.	<p><i>Activities: Work with Staff to collect membership dues. Follow up with non-renewals</i></p> <p>Status:</p>

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<p>Membership Committee Chair: Eric Billings</p>	<p>Expand membership to all land-grant institutions in the western region.</p>	<p><i>Activities: Utilize the location of the 2018 conference to encourage participation.</i></p> <p>Status:</p>
<p>Membership Committee Chair: Eric Billings Track Reps</p>	<p>Create welcoming environment at NAADA conferences for first time attendees.</p> <p>Encourage first timer involvement beyond conference.</p>	<p><i>Activities: Enhance first timers session based on conference evaluations. Recruit mentors (buddies), publicize program to first timers (in the conference program registration).</i></p> <p><i>Track Reps to assist in matching the 1st-timers and buddies.</i></p> <p><i>Develop pre-conference online session.</i></p> <p><i>Follow up with first timers after the conference as an organization and through track reps to continue to engage them in NAADA.</i></p> <p><i>Reach out to buddies with their first timers from several years ago and ask them to make a contact.</i></p> <p><i>Extend the timing of First Timer session to 90 minutes.</i></p> <p>Status:</p>

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<p>Communications/Marketing Committee in cooperation with Membership Committee</p> <p>Track Reps</p>	<p>Develop and nurture relationship with new members to retain membership.</p>	<p><i>Activities: Highlight new members in newsletter. Promote benefits of membership on website. Reach out to new members with 5 top benefits of membership (by track) as printed in the NAADA Style Guide via social media/infographics. Promote membership value with member testimonials as videos on the web.</i></p> <p><i>Track Reps reach out and welcome new members, and generate text for new member highlight.</i></p> <p>Status:</p>
<p>Communications Committee Chair: Haley Cook</p>	<p>Increase the value of NAADA membership by providing online resources for benchmarking and improving programs and activities.</p>	<p><i>Activities: Create a web page in place of the knowledge center directing people to the listservs, recordings, and alternate resources.</i></p> <p>Status:</p>

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Past President	Engage past presidents of NAADA to maintain that important network and contributions.	<p>Activities: Coordinate connecting points throughout the year and at the conference (dining together at the first meal of the conference).</p> <p>Status:</p>
<p>2. COMMUNICATIONS <i>Purpose: To promote the value and opportunities of the organization to various stakeholders including current members, prospective members, College administrators, sponsors, and the general public.</i></p>		
<p>Marketing/Communications Committee Chair: Haley Cook</p> <p>Staff</p>	Publish monthly online newsletters with at least three articles that provide an update on the organization’s activities/accomplishments and at least one article that serves as a resource and/or learning opportunity for members.	<p><i>Activities: Work with other committees and board members to continuously update an editorial calendar; solicit and compile articles for each newsletter; send newsletter by the 15th of every month; ensure newsletters are archived on website. Review analytics to be certain we are providing the most valued info to our membership. Work with Track Reps and Board Members to provide information for the newsletter.</i></p> <p>Status:</p>

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Marketing/Communications Committee and Staff	Continually ensure website content is up-to-date, comprehensive, and organized in a manner that allows visitors to easily navigate and find what they need.	<p><i>Activities: Work with other committees and board members to ensure all relevant materials are included on the website (resources from past conferences, etc); develop content for homepage in collaboration with other committees. Highlight testimonials based on the new branding stories created for each track. Annually review the website content to ensure that all information is accurate and links work.</i></p> <p>Status:</p>
Membership Committee Annual Host Conference Committee	Conduct one conference survey every year and one membership survey every other year, reviewing results and incorporating suggestions for improvements into annual planning process.	<p><i>Activities: Work with past surveys, update, and send to membership via Survey Monkey. Discuss survey results at the Fall Board Meeting, note important suggestions to incorporate into the annual planning process.</i></p> <p><i>Conduct one membership survey for 2017-18 to be due before the end of November.</i></p> <p>Status:</p>

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Marketing/Communications Committee	Expand communications to members through social media.	<p><i>Activities: Maintain a social media calendar and post to NAADA social media venues on a regular basis. Contribute a regular blurb about NAADA social media for the NAADA newsletter. Work to improve internal communications through the use of list-servs. Work with committees and Track Reps for strategic content. Explore and evaluate social media platforms that meet the goals of the organization.</i></p> <p>Status:</p>
Marketing/Communications Committee Staff	Establish and maintain consistent branding of NAADA to strengthen connection with our members.	<p><i>Activities: Oversee implementation of NAADA Style Guide for board members and NAADA staff.</i></p> <p>Status:</p>
Marketing/Communications Committee Staff Chair: Haley Cook	Website redesign.	<p><i>Activities: In cooperation with staff -- research the cost and time allotment for a website redesign; evaluate the current website – decide what stays, needs to be updated, and goes; develop timeline of redesign implementation; oversee the redesign implementation.</i></p>

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Executive Committee	Continually promote the value of a NAADA membership by annually reporting to the membership on NAADA's accomplishments in support of members.	<p><i>Activities: Develop report of year's highlights. Distribute message at Annual Business Meeting (in writing and from President). Also include in online newsletter and email to each member from President. Send a copy to deans.</i></p> <p>Status:</p>
<p>3. MEMBER SERVICE AND LEADERSHIP <i>Purpose: To create an atmosphere and structure for NAADA members to be involved; to create service opportunities and a leadership path for members.</i></p>		
Executive Committee	Develop new job descriptions for the track reps.	<i>Activities: Due November 1st.</i>
Executive Committee and Nomination Committee	Identify an individual to serve in the role of Historian.	<i>Activities: Research possible candidates to fill the Historian position on the Board.</i>

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<p>Nominations Committee Chair: Keith Barber</p>	<p>Evaluate and update formalized process and timeline for nominations for board and committee positions.</p>	<p><i>Activities: Accelerate the nominations timeline. Publicize call for nominations on social media, email and web. Present slate of candidates for open board and committee positions for approval. Employ succession plan spreadsheet.</i></p> <p>Status:</p>
<p>President and Executive Committee</p>	<p>Grow engagement of newcomers in NAADA leadership activities.</p>	<p><i>Activities: Actively recruit and appoint newcomers to positions on committees based on current committee needs.</i></p> <p>Status:</p>
<p>President</p>	<p>Set and agree upon expectations of individual board members and the executive committee.</p>	<p><i>Activities: Complete/sign board agreements annually at conference board meeting</i></p> <p><i>Annually evaluate the board and individual board members and incorporate needed changes or improvements.</i></p> <p>Status:</p>

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Executive Committee and Staff	<p>Create and host an annual orientation program for new board members and track representatives. Maintain organization documentation such as SOPs, position descriptions, etc. and make available on NAADA web site.</p>	<p><i>Activities: Continue to update and improve online orientation presentation, develop agenda, and conduct orientation. Work with officers, committee chairs and track reps to update SOP on annual basis and post to web site.</i></p> <p>Status:</p>
<p>4. RECOGNITION Purpose: Recognize exemplary achievement that advances NAADA’s mission and enhances standards and effectiveness of NAADA and its individual members.</p>		
<p>Awards Committee Chair: Amanda Martin</p>	<p>Monitor individual award nominations and engage board members to help solicit nominations if numbers are low or non-existent for a particular award category. Recruit nominations from more institutions.</p> <p>Create a memorable and meaningful awards program that highlights the winners and the invaluable ways they’ve contributed to NAADA and their institutions.</p>	<p><i>Activities: Update award nomination materials and set deadlines; solicit nominations; review dossiers and select recipients; personalize physical awards and certificates; create awards program for conference; add recipients to the awards section of NAADA website; add the explanation of each award to the printed program; add an explanation of the Mulberry Honor Society to the script; add past recipients to the selection committee.</i></p> <p>Status:</p>

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Vice-President	Encourage volunteer attendance at conference to enrich experience for volunteer and other NAADA members.	<p><i>Activities: Promote Jane Longley-Cook grants to volunteers. Call for applications beginning in October. Targeting the Alumni and Volunteer Tracks. Application deadline in May. Recipients notified in May. Recognize at annual conference.</i></p> <p>Status:</p>
Publications and Projects Chair: Paula Beecher	<p>Continue to benchmark publications and awards program with other professional organizations to ensure clarity and relevance of award categories.</p> <p>Create a publications and projects awards program that highlights the winning entries during the conference program and beyond via Web.</p> <p>Find ways to share copies of winning entries of the publications and awards with NAADA member institutions throughout the conference.</p>	<p><i>Activities: Review award categories, nomination materials, and selection criteria; set deadlines and solicit nominations; review entries and select winning projects; personalize physical awards and certificates; create awards program for conference; add winning entry information to the awards section of NAADA website; seek external judges; work with the conference host to set aside space for the P&P entry materials; request that all entries bring examples/handouts</i></p> <p>Status:</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
Executive Committee and Staff	Increase retention of members, promote new memberships, and build affinity and involvement of members and supporters for NAADA through a recognition program.	<p><i>Activities: Continue to induct new members into the Mulberry Honor Society. Ensure that it is mentioned in the awards program script. Provide recognition for members at the annual conference.</i></p> <p>Status:</p>
<p>5. REVENUE AND FINANCE Purpose: To initiate and organize revenue generating activities, ensure long-term financial stability and provide fiduciary guidance.</p>		
Finance/Sponsorship Committee Chair: Jen Root	Secure \$35,000 in conference sponsorships.	<p><i>Activities: Work with Staff, Conference Planning Committee and the Board to identify leads and approach potential sponsors, using other board members and their contacts. Consider alumni boards and colleges as NAADA sponsors. Report progress towards goal in newsletter and recognize those who have contributed.</i></p> <p>Status:</p>

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Executive Committee	Increase the number of donations to the endowments and restricted funds (Legacy Fund, McSwain Endowment and Jane Longley-Cook Endowment).	<p><i>Activities: Evaluate current publicity materials for the fund and develop a renewed effort to reach members on the importance of giving to this fund. Promotion of Legacy Fund donation in honor of NAADA awardees in the printed Awards Program. Inclusion of promo on all funds and endowments in the annual conference printed program. Continue to promote purchase of anniversary pens. One call for donation during the annual conference. Implement recognition of donors to endowments with "I give" pins or stickers to wear at annual conference.</i></p> <p>Status:</p>
Finance/Sponsorship Committee	Update sponsorship brochure and review levels of giving. Work with Staff to distribute to board members to assist in securing sponsors.	<p><i>Activities: Work with Staff and committee to review and make necessary changes to brochure and distribute.</i></p> <p>Status:</p>

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Executive Committee and Staff	Maintain ongoing relationship with conference sponsors to steward future gifts and support.	<p><i>Activities: Implement the NAADA stewardship plan. Engage board members in stewardship of sponsors (e.g., provide opportunities for personal interaction between sponsors and exec team for in-person thank yous).</i></p> <p>Status:</p>

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<p>SUPPORT SERVICES, not ranked General administration, staff and volunteer development, and other activities to support the organization.</p>		
<p>Staff</p>	<p>Maintain general administrative and financial management support.</p>	<p><i>Activities: Maintain accounting records; prepare financial reports for Board meetings and project reports for committees; gather data for and establish annual budget, based on committee objectives and work plan, maintain NAADA Dashboard.</i></p> <p>Status:</p>
<p>Staff</p>	<p>Assist in promoting the annual conference and associated activities (award nominations, registration, pre-conference speaker surveys, etc.).</p>	<p><i>Activities: Ensure content needs and deadlines are met; work with volunteers to create and distribute communications.</i></p> <p>Status:</p>
<p>Committee Chairs</p>	<p>Provide monthly updates to the Executive Committee.</p>	<p><i>Activities: Submit committee report following each meeting to the Google drive.</i></p>
<p>Staff and Executive</p>	<p>Improve internal communication between board, committees and staff.</p>	<p><i>Activities: Utilize Google Drive to provide communication.</i></p> <p>Status:</p>

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Executive	Confirm annual conference locations at least three years out.	<p><i>Activities: Stay on top of proposal options and aggressively recruit locations.</i></p> <p>2018: University of Idaho</p> <p>2019: UC Davis, LSU and Michigan State have submitted proposals.</p> <p>Status:</p>

Parking Lot (for consideration in the future should resources allow)

Staff and Executive Committee	Investigate additional revenue generating options.	<p><i>Activities: Benchmark accreditation and certification programs from other organizations (e.g., CASE, BoardSource, etc.)</i></p> <p>Status:</p>
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