**NATIONAL AGRICULTURAL ALUMNI AND DEVELOPMENT ASSOCIATION**

*2014-15 Work Plan by Program Area Priorities*

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| **PROGRAM AREA/**  **COMMITTEE** | | **OBJECTIVES** | | **ACTIVITY/Status** |
| 1. MEMBERSHIP ENGAGEMENT  Purpose: To ensure that the expectations and needs of current members are met; identify and facilitate the  recruitment of new members; and engage members so as to develop new leaders and provide opportunities for  networking and interaction with colleagues. | | | | |
| Education Committee  Chair: Jennifer Shike | | Provide professional development through an annual conference offering sessions for alumni, development, student, and communications professionals and alumni volunteers. | | *Activities: In cooperation with the Conference Planning Committee, coordinate speakers and sessions. Manage speaker budget. Invest in an outside vendor to provide workshops related to communication tactics in all areas of advancement.*  Status: The speakers and educational sessions have been lined up for the 2015 conference. We have invited three outside speakers (Mike O’Neil, Sarah Quinn, Patton McDowell) to present on a variety of topics relating to all areas of advancement.  Update 9.14.15: Lori Ruff, Sarah Quinn and Patton McDowell spoke at the 2015 NAADA Conference. | |
| Outreach Education Committee  Chair: Lisa Cox | | In support of member professional development, provide five Virtual Coffee Breaks per year focusing on all professional areas of NAADA—alumni, development, student professionals, communications, and volunteers. Record and/or post Powerpoint presentation and notes on NAADA web site. | | *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 coffee break is posted to NAADA web site. Explore the possibility recording VCBs and posting on the Knowledge Center.*    Status: Marci Hicks & Mary Buschette have worked on a topic for the next VCB but their schedules haven’t worked out yet to do it – related to fundraising for multiple events with one ask. The most recent VCB was in May and was only open to the participants of last years’ preconference session. Monica coordinated the call.  Participation on these calls is and has been very low for the past several years. There has to be a way to promote participation and actually get people to participate. The content has been good, just not any interest in participating. | |
| Education Committee and Conference Planning Committee | | Coordinate and schedule topic(s) and speaker(s) for pre and/or post conference sessions. | | *Activities: Working together, investigate possible topics and speakers. Follow through on speaker arrangements within speaker budget.*  Status: We have finalized the educational session line-up and have provided assistance to the conference planning committee as requested. | |
| Membership Committee  Chair: Joe Leisz | | Provide mentors to conference newcomers through the NAADA Buddies program. | | *Activities: Recruit mentors, publicize program to newcomers (in the conference program registration), and provide orientation session at conference. Follow up with newcomers after the conference through buddies to continue to engage them in NAADA. Shorten orientation program and provide short, one page info sheet on NAADA.*  Status: We had 41 first timers and 42 buddies agree to participate in the program. Pairings were delegated to the committee to help facilitate earlier connections. One-page orientation sheet and power-point are being updated for the conference. | |
| Student Programs  Chair: Jason Headrick | | Engage members connected to student programs to utilize the resources available through NAADA. | | *Activities: Serve as a consultant for the student professionals track rep to develop programming for those connected to student programs. Serve as a consultant for the membership chair to help increase membership in student program areas. (Suggestion to contact a new member in all tracks to be sure we are engaging the new members in ways they feel are beneficial.)*  *Plan a social at the conference for those who identify as part of the student programs areas to learn more about NAADA and how to stay connected year-round.*  Status: no update. | |
| Student Professionals Track Rep | | Expand engagement to all areas of the Student Professionals track (recruitment, career development and advising, donor stewardship, etc.) | | *Activities: When scheduling conference sessions, address all areas.*  Status: Conference programming included sessions on recruitment, career development and advising. | |
| Executive Committee | | Continually engage past presidents in NAADA to maintain that important network and contributions. | | *Activities: Coordinate annual luncheon, regularly make contact (phone or email) with past presidents to solicit their ideas and feedback regarding future NAADA direction and programming.*  Status: The Past Presidents Luncheon will have 6 past presidents in attendance. Another 5 past presidents will be at the conference but unable to arrive in time for the breakfast. A group of past presidents led the 40th Anniversary Task Force. The historian seat on the Board may come from this group of people. | |
| Executive Committee | | Investigate the possibility of partnering with other organizations to provide additional benefits to NAADA members (e.g., ACE, etc.) | | *Activities*: *Continue to reach out to ACE and any other organizations with similar missions and evaluate value of partnership.*  Status: Partnership with ACE to be discussed at the Fall Board Meeting. | |
| Development 101 Program Task Force  Chair: Monica Delisa | Continue revenue generating program/project either in connection with annual conference or through a regional event throughout the year. | | *Activities: Review success of new development seminar, Completing the Puzzle, make any adjustments and offer for year two. Begin board discussions on offering this type of seminar for the other tracks, using this seminar as a model.*  Status: VCB for 2014 cohort conducted in May. 8 registrants for the 2015 cohort have registered. | |
| Membership Committee | | Develop and nurture relationship with new members. | | *Activities: Highlight new members in newsletter. Promote benefits of membership on web site. Reach out to new members with 5 Top Benefits of membership (by track).*  Status: New members were highlighted periodically; did not follow-up with outreach to new members. | |

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| 2. COMMUNICATIONS  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. | | | | | |
| Marketing/Communications Committee  Chair: Kara Leudtke  Staff | | 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. Investigate possibility of developing and publishing more scholarly pieces in the newsletter. | | *Activities: Work with other committees and board members to develop an editorial calendar; solicit and compile articles for each newsletter; send newsletter by the 15th of every month; ensure newsletters are archived on website.*  Status: January, March, April, June, July and August/September newsletters sent. | |
| iCenter Advisory Group  Chair: Julie Obermeyer | | Continue marketing efforts with posters, press releases, post cards, and other communication pieces. | *Activities: Work with staff to produce and distribute within constraints of budget.*  Status: Board voted to disband the iCenter beginning July 1. | |
| 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. | *Activities: Work with other committees and board members to ensure all relevant materials are included on the website (virtual coffee break summaries, new information added to the Knowledge Center, resources from past conferences, etc); develop content for homepage in collaboration with other committees.*  Status: | |
| 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. | | *Activities: Work with past surveys, update, and send to membership via Survey Monkey. Hold a conference call to discuss survey results, note important suggestions to incorporate into the annual planning process.*  Status: Survey developed with input from track reps in December. | |
| Knowledge Center Task Force or Outreach Committee | | Create Task Force to develop process to review, maintain and market Knowledge Center on website. | | Activities: *Recruit members for task force. Task force will report to Executive Committee and board regarding process.*  Status: Jillian will be working on this initiative in 2015-16. A proposal will be presented to the board to include the Knowledge Center development and maintenance in the activities of the Outreach Committee. | |
| Marketing/Communications Committee | | Promote membership and engage members through listservs and social media beginning with Facebook, Twitter, and LinkedIn, in addition to face to face meetings and phone contacts. Engage board members to help with posts and tweets. | | *Activities: Work with Outreach Education Committee, Membership Committee and Track Representatives to organize and implement coordinated communication plan.*  Status: | |
| Executive Committee | | Annually report to the membership on NAADA's accomplishments. | | *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.*    Status: Annual Report was presented at the Business Meeting and posted to the website after the conference. The July issue of the newsletter featured the annual report. | |
| 3. REVENUE AND FINANCE  Purpose: To initiate and organize revenue generating activities, ensure long-term financial stability and provide  fiduciary guidance. | | | | | | |
| Membership Committee | | Collect 100 percent membership renewals for 2013-2014 and gain one new organizational member. | | *Activities: Work with Staff to collect membership dues. Follow up with non-renewals via telephone.*  Status: Aggressively reached out to non-renewing members with little success. Need to re-think a re-engagement plan with past members. | | |
| Finance/Sponsorship Committee  Chair: Jon Rigelsky | | Increase conference sponsorship level to  $36,000.  Capital Farm Credit - $20,000  CHS Foundation - $7,500  Texas A&M CALS - $5,000  Texas A&M Foundation - $5,000  TAMU Assn of Former Students - $5,000  Advancement Resources - $2,500  Global Event Group - in-kind (dinners)  BASF - $2,500  Aggieland Outfitters - in-kind (speaker gifts)  Texas A&M AgriLife Research - $2,500  Texas A&M AgriLife Extension - $2,500  NC State University CALS - $2,500  Clemson University CAFLS - $2,500  Auburn University - $1,000  Ag Workers Ins & Ag Pro Agency - $1,000  Virginia Tech CALS - $1,000  UK Ag & HES Alumni Assn - $1,000  Angus Foundation - $1,000  University of Minnesota - $1,000  Texas Wildlife Parks Department - $1,000  United Agriculture Cooperative - $1,000  Land O' Lakes - $1,000  Abraham Baldwin Ag College - $1,000  Agriculture Future of America - $1,000  Ohio State CFAES - $1,000  Penn State Ag Alumni Society - $500  Cornell CALS - $500 | | *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 as NAADA sponsors. Report progress towards goal in newsletter and recognize alumni boards that have contributed.*  Status:The total sponsorship commitment for this year is $70,500. The sponsorship committee recommended seeking out a title sponsor for each conference after the success with Capital Farm Credit. | | |
| Finance/Sponsorship Committee | | Investigate options for continued financial stability of NAADA. | | *Activities: Review proposal from members regarding the establishment of an Operational Sustainability Endowment.*  Status: Operating Reserve Fund was established in 2013. A percentage of the surplus from the 2013 and 2014 FYs has funded the account. The balance is currently $34,000. | | |
| Executive Committee | | Increase the number of donations to the endowments and restricted funds (Legacy Fund, McSwain Endowment and Jane Longley-Cook Endowment). | | *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.*  Status: The 40th Anniversary pens will be distributed to individuals making a contribution to the funds over a certain dollar amount. Solicitations will be made during the conference as has been done in previous years. Total contributions, exclusive of pen sales, came in at just under $3,000. | | |
| Finance/Sponsorship Committee | | Update sponsorship brochure and review levels of giving. Work with Staff to distribute to board members to assist in securing sponsors. | | *Activities: Work with Staff and committee to review and make necessary changes to brochure and distribute.*  Status: Sponsorship brochure was finalized in December with the Texas A&M specific information. | | |
| Finance/Sponsorship Committee | | Maintain ongoing relationship with conference sponsors to steward future gifts and support. | | *Activities: Implement the NAADA stewardship plan.*  Status: Sponsorship Committee began meeting in January. Staff sent several reminders with sample letters and sponsorship offerings to the Board following the December conference call. | | |
| iCenter Advisory Group  Chair: Julie Obermeyer | | Increase the number of job postings by National Companies and the number of our NAADA members and students using the iCenter. | | *Activities: Continue articles in NAADA newsletter. Send main career center contacts from our member institutions information on iCenter. Offer Virtual Coffee Break on how to use iCenter to career service centers and/or employers. Present on iCenter at National FFA during collegiate activities at national convention. “Ask Me” about NAADA and iCenter flyers for our collegiate booths. Request HR rep contact info on sponsorship brochure. Send iCenter flyer to* ***entire*** *NAADA listserv for use at career fairs, mentoring programs, etc.*  Status: Status: Board voted to disband the iCenter beginning July 1. | | |

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| 4. VOLUNTEER ENGAGEMENT AND DEVELOPMENT  Purpose: To ensure active participation and service to the organization from its membership that is beneficial to NAADA and  volunteers. | | |
| Nominations Committee  Chair: Jillian Stevenson | Continue formalized the nominations for board and committee positions. | *Activities: Update online survey of NAADA membership to gather nominations for open board and committee positions. Present Action Item to board with slate of candidates for open board and committee positions for approval. Publicize call for nominations on social media and web.*  Status: Secretary and Treasurer positions approved by board and full membership in June. All board positions have been filled, except for one at-large position, which is at the President’s discretion to fill or leave vacant.  Nominations for Secretary (Jennifer Shike) and Treasurer (Catherine Maxwell) will be presented to the membership for approval at the Annual Meeting. Working with Executive Committee to fill vacant board positions. Nominations survey was included in the Jan/Feb newsletter. Committee met and plans to present nominations for secretary and treasurer to the board at the February meeting. Survey will be shared again with membership to get additional nominations for committee chairs. | |
| Executive Committee and Staff | 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. | *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.*  Status: New Board Member orientation was held on August 17. SOP update requests were sent after the 2014 conference and updates were made based on the committee suggestions.  Board breakfast social planned for June 19 in lieu of post conference board meeting. | |
| Executive Committee and Staff | Coordinate the launch of the Mulberry Honor Society. | *Activities: Develop the printed invitations, coordinate the mailing and follow up, finalize the welcome reception/dinner recognition and distribute invitations annually.*  Status: A total of 149 invitations were sent to honorees. 59 have accepted, 5 declined and 16 will be inducted posthumously into the Society. Recognition of honorees will take place at the conference welcome reception and dinner where certificates and lapel pins will be presented. Additionally, members will be listed in the Awards program. | |
| Executive Committee and Staff | Increase engagement of member institutions in NAADA by 25 percent to 33 institutions through committees, tracks, board, and other volunteer activities. | *Activities: Identify and address any barriers that make it difficult for volunteers and new members to engage in NAADA.*  Status: Montana State, University of Georgia, University of Idaho, University of Minnesota and Auburn University now have representation on the Board. | |
| 5. RECOGNITION  Purpose: Recognize exemplary achievement that advances NAADA’s mission and enhances standards and effectiveness of NAADA and its  individual members. | | | |
| Awards Committee  Chair: Catherine Maxwell | 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.  Investigate the development of a new award that recognizes faculty support of advancement areas (alumni, development, communications, undergraduate education).  Create a memorable and meaningful awards program that highlights the winners and the invaluable ways they’ve contributed to NAADA and their institutions. | *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. Consider use of Jane Longley-Cook Award funds to support honoree travel.*  Status: Developed name and guidelines for new faculty/staff partner award; working with NAADA staff to solicit nominations for 2015. Worked with NAADA staff to solicit nominations for 2015. Committee identified 9 exceptional awardees, and worked with staff to develop and script program.  Award recipients finalized and notifications sent. Award banquet presentation and script being finalized. | |
| Publications and Projects  Chair: Christi Chadwell | Continue to benchmark publications and awards program with other professional organizations to ensure clarity and relevance of award categories.  Create a publications and projects awards program that highlights the winning entries during the conference program and beyond via Web.  Find ways to share copies of winning entries of the publications and awards with NAADA member institutions throughout the conference. | *Activities: Update award categories, nomination materials, and selection criteria; set deadlines and solicit nominations; streamline application/nomination forms; 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*  Status: The P&P webpages have been updated and the call for nominations launched on February 12. 77 entries were received and 27 will be recognized at the conference. Christi worked with TAMU to order the awards for this year. | |
| Annual Host Conference Committee | Develop a conference-specific award that can be used to reinforce the conference theme throughout the conference and that encourages best practice recognition and sharing of NAADA members. | *Activities: Develop award and associated criteria; update nomination materials and set deadlines; solicit nominations via e-mail and phone calls; review entries and select recipients; create script and plan for presenting awards throughout the conference; develop physical award and/or certificate; compile information gathered through nomination process to share with NAADA members after the conference.*  Status: Host institution decided to not to present a conference –specific award in 2015. | |

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| SUPPORT SERVICES, not ranked  General administration, staff and volunteer development, and other activities to support the organization. | | |
| Staff | Maintain general administrative and financial management support. | *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.*  Status: Budget reviewed at Fall Board Meeting and approved by conference call. Executive Committee reviews financial statements on a monthly basis.  Reviewed budget and accounts with Treasurer to honor 4 JLC grants at the 2015 conference. |
| Staff | Assist in promoting the annual conference and associated activities (award nominations, registration, pre-conference speaker surveys, etc.). | *Activities: Ensure content needs and deadlines are met; work with volunteers to create and distribute communications.*  Status: Staff developed communications plan leading up to the conference in 2015 to coordinate the messages that need to be distributed to the membership. |
| Staff | Improve membership processing and database management. | *Activities: Track updates to profiles and working with the Membership Committee, reach out to non-responders. Update purging process with a training video (VCB, as well). Add an additional campus contact (due to turnover).*  Status: Brief webinar developed and launched with membership renewals in fall. Renewal notices were sent to a secondary contact at institutions as part of the renewal process. |
| Staff | Improve online communication with members. | *Activities: Migrate NAADA Track Listservs to current membership management software (YourMembership.com).*  Status: Listservs can be moved at any time from the U of MN hosted system to NAADA. Need Board direction if on if we should continue with email listservs or move to another option, such as online forums. |
| Staff and Executive | Improve internal communication between board, committees and staff. | *Activities: Take FULL advantage of the resources available through YourMembership.com to host the operational work and communication of the organization.*  Status: Private Groups developed for the Board and Re-brand TF. |
| Staff and Executive Committee | Investigate additional revenue generating options. | *Activities: Benchmark accreditation and certification programs from other organizations (e.g., CASE, BoardSource, etc.)*  Status: |
| Executive | Confirm annual conference locations at least three years out. | *Activities: Stay on top of proposal options and aggressively recruit locations.*  Status: 2015-17 confirmed. Discussed 2018 with several institutions who have an interest in hosting. | |

1/7/2016JHS