

NATIONAL AGRICULTURAL ALUMNI AND DEVELOPMENT ASSOCIATION

2016-17 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>Education Committee Chair: Mary Ann Parsons</p>	<p>Provide professional development through an annual conference offering sessions for alumni, development, student professionals, communications, and alumni volunteers.</p>	<p><i>Activities: In cooperation with the Conference Planning Committee, coordinate speakers and sessions. Manage speaker budget. Additionally, develop a process for to collect session suggestions throughout the year.</i></p> <p>Status: All presentation times and dates have been confirmed with selected presenters, and all information was received for promotional material.</p>

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<p>Outreach Education Committee Chair: Naomi Knaub</p>	<p>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 alumni volunteers. Especially focus on those new to the profession and provide basic BB&S via VCB (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 VCB is posted to NAADA web site. Work with Marketing Committee on driving members to the site and the recordings.</i></p> <p>Status: 5 sessions were recorded at the Conference and have been shared on the NAADA website. The sessions will be highlighted in the newsletter and on social media throughout the year.</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: CFP has been sent out to gather proposals.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
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: 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: Continue to promote via the newsletter and during renewals.</p> <p>Revisit with IT. Turn off additional information, circulate current questions and evaluate. Develop survey (google) and create summary document.</p>
Task Force Chair: Outreach	To enhance member value between conferences and provide additional professional development opportunities for members between conferences.	<p><i>Activities: President appoints task force to investigate programming ideas that could take place regionally and between conferences (similar to the Big Ten Ag Alumni event in Washington, DC).</i></p> <p>Status: Discussion with colleagues in the western area and planning will continue into next year.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
Membership Committee	Collect 100 percent membership renewals for 2016-2017.	<p><i>Activities: Work with Staff to collect membership dues. Follow up with non-renewals</i></p> <p>Status: All organizations have renewed with the exception of University of Arizona and Alpha Gamma Rho. Southern Illinois and UC Davis are new members and 4 institutions increased their membership level while none have decreased.</p>
Membership Committee Chair: Kim O'Neill	Investigate Expanding membership to all land-grant institutions (1890s and 1994s) to strengthen the reach and diversity of NAADA in support agriculture	<p><i>Activities: Work with list of 1890s and 1994s institutions to reach out to deans and directors within advancement with benefits of NAADA. Solicit feedback from those institutions regarding their professional development needs. Target message to their particular needs as it relates to the benefits NAADA can offer them.</i></p> <p>Status: No update for 2016-17.</p>

<p><u>PROGRAM AREA/ COMMITTEE</u></p>	<p><u>OBJECTIVES</u></p>	<p><u>ACTIVITY/STATUS</u></p>
<p>Membership Committee Chair: Kim O’Neill</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>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: The first-timer session at the conference had 35 first-timers sign up and a few additional walk-ins. The committee would like to extend the session length for 2018.</p>

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Communications/Marketing Committee in cooperation with Membership Committee	Develop and nurture relationship with new members to retain membership.	<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>Status: Initiatives have been completed.</p>
Outreach Education Committee	Increase the value of NAADA membership by providing online resources for benchmarking and improving programs and activities.	<p><i>Activities: Develop process to review, maintain and market Knowledge Center on website.</i></p> <p>Status: Not completed in 2016-17.</p>
Past President	Engage past presidents of NAADA to maintain that important network and contributions.	<p>Activities: Coordinate a gathering at the annual conference; periodically make contact (phone or email) with past presidents to solicit their ideas and feedback regarding future NAADA direction and programming.</p> <p>Status: A Past Presidents reception was held on the first day of the conference. Change the day/time of reception.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
<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: Jennifer Shike Staff</p>	<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>	<p><i>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. Review analytics to be certain we are providing the most valued info to our membership. Provide information in NAADA newsletter geared toward professionals new to the field (e.g., Organizing your first alumni recognition event, Making the First Ask, etc.) and direct them to the Knowledge Center.</i></p> <p>Status: Developed a social media and newsletter content calendar, contribute articles to the newsletter, ensured newsletter articles are archived on the website. Still need to work on contributing more professional development articles.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
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 (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. Highlight testimonials based on the new branding stories created for each track.</i></p> <p>Status: Committee reviewed website content in fall 2016 and continued throughout the year.</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. Hold a conference call to discuss survey results, note important suggestions to incorporate into the annual planning process.</i></p> <p><i>Conduct one membership survey in 2017.</i></p> <p>Status: Conference survey completed. Membership survey will be done in 2018.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
Marketing/Communications Committee	Expand communications to members through social media.	<p><i>Activities: Create 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.</i></p> <p>Status: Created a social media calendar and post to NAADA social media venues regularly. Contribute NAADA social media blurbs to the newsletter as appropriate.</p>
	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: Have shared the NAADA Style Guide with NAADA staff.</p>
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: The 2016 Annual Report was completed and presented at the Annual Business Meeting.</p>
3. MEMBER SERVICE AND LEADERSHIP		

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
<p><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>		
<p>Nominations Committee Chair: Keith Barber</p>	<p>Continue formalized process for nominations for board and committee positions.</p>	<p><i>Activities: Update online survey of NAADA membership to gather nominations for open board and committee positions. Present slate of candidates for open board and committee positions for approval. Publicize call for nominations on social media, email and web.</i></p> <p>Status: A call for nominations was sent to the entire membership. A slate of candidates was chosen and presented to the membership for a vote at the Annual Business Meeting. The slate was approved. Recognizing the timeline was late, we will re-evaluate the schedule for 2018.</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.</i></p> <p>Status: A call for volunteers was sent to the membership via email and included in the July Connections newsletter.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
President	Set and agree upon expectations of individual board members and the executive committee.	<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: Board agreements given at the Fall Board Meeting.</p>
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.	<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: Orientation presentation and SOP Manual will be evaluated and updated fall/winter 2017.</p>

4. RECOGNITION
 Purpose: Recognize exemplary achievement that advances NAADA’s mission and enhances standards and effectiveness of NAADA and its individual members.

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
<p>Awards Committee Chair: Jordan Moseley</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.</i></p> <p><i>Create green room experience for award recipients and a meet and greet with NAADA executive committee.</i></p> <p>Status: Awards ordered, program script developed, and banquet logistics finalized. The committee decided against creating the green room experience.</p>
<p>Vice-President</p>	<p>Encourage volunteer attendance at conference to enrich experience for volunteer and other NAADA members.</p>	<p><i>Activities: Promote Jane Longley-Cook grants to volunteers. Call for applications in March. Application deadline in May. Recipients notified in May. Recognize at annual conference.</i></p> <p>Status: No applications for 2017.</p>

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<p>Publications and Projects Chair: Paula Beecher</p>	<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 (in the Knowledge Center)</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; 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. This fall, a group of communication professionals and Paula should look a revamping the categories and judging criteria, to make sure this competition is updated with what people are experiencing in the communication fields.</i></p> <p>Status: Awards ordered and script detailing timeframe of announcements developed.</p>
<p>Executive Committee and Staff</p>	<p>Increase retention of members, promote new memberships, and build affinity and involvement of members and supporters for NAADA through a recognition program.</p>	<p><i>Activities: Continue to induct new members into the Mulberry Honor Society. Provide recognition for members at the annual conference.</i></p> <p>Status: Future years need to have more of a presence in the script.</p>

5. REVENUE AND FINANCE

Purpose: To initiate and organize revenue generating activities, ensure long-term financial stability and provide fiduciary guidance.

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
Finance/Sponsorship Committee Chair: Chris Delisio	Increase conference sponsorship level to \$45,000. Consider alternative models for conference/organizational support.	<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: The committee secured \$38,500 in sponsorship dollars.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
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. Implement recognition of donors to endowments with “I give” pins or stickers to wear at annual conference.</i></p> <p>Status: Through the solicitation efforts at the conference, NAADA raised \$4,271 for the endowment funds.</p> <p>Varied reaction for the call for donations – see conference survey for results.</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: Sponsorship brochure and distributed to sponsors.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
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: Thank yous were sent via email and some handwritten. Re-evaluate for 2018.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
<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: Budget reviewed at Fall Board Meeting and approved by conference call. Executive Committee reviews financial statements on a monthly basis.</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: Staff executed a communications plan leading up to the conference similar to previous years to coordinate the messages that need to be distributed to the membership.</p>

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Staff	Improve membership processing and database management.	<p><i>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).</i></p> <p>Status: Few, if any, updates made to institutional profiles. Need to re-evaluate with IT.</p>
Staff	Improve online communication with members.	<p><i>Activities: Migrate NAADA Track Listservs to current membership management software (YourMembership.com).</i></p> <p>Status: Staff migrated the listservs in August to the new platform. Information has been sent to membership and included in the newsletter each month.</p>
Staff and Executive	Improve internal communication between board, committees and staff.	<p><i>Activities: Take FULL advantage of the resources available through YourMembership.com to host the operational work and communication of the organization.</i></p> <p>Status: Not utilized. Chose alternative option.</p>

<u>PROGRAM AREA/ COMMITTEE</u>	<u>OBJECTIVES</u>	<u>ACTIVITY/STATUS</u>
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>Status: Conference venues secured for the following:</p> <p>2018: University of Idaho</p> <p>2019 Conference host will be solicited after the 2017 conference. Both UC Davis, LSU and Michigan State have submitted proposals.</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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