**NATIONAL AGRICULTURAL ALUMNI AND DEVELOPMENT ASSOCIATION**

*2015-16 FINAL 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: Mary Ann Parsons | Provide professional development through an annual conference offering sessions for alumni, development, student, communications professionals, and alumni volunteers. | *Activities: In cooperation with the Conference Planning Committee, coordinate speakers and sessions. Manage speaker budget*Status: Educational sessions were presented by conference speakers and they were well received from the membership. |
| Outreach Education Committee Chair: Naomi Knaub | 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. Record two VCBs and post on the Knowledge Center. Work with Marketing Committee on driving members to the site and the recordings.*Status: Two Virtual Coffee Break webinars were recorded and archived under the member resources tab. The first highlighted the Advancement Data Search and targeted Campus Contacts. The second webinar focused on Donor Communications and targeted the Development and Alumni tracks.  |
| Education and Conference Planning Committees | Coordinate and schedule topic(s) and speaker(s) for pre and/or post conference sessions with the preferable goal of turning a profit or of breaking even. | *Activities: Working together, investigate possible topics and speakers. Follow through on speaker arrangements within speaker budget.*Status: Co-host institutions decided not to hold pre/post conference meetings. The pre-conference activity was the day trip to Clemson. |
| Education Chair and Conference Planning Committee with Executive Committee | Enhance conference programming by securing nationally known speakers that meet the needs of NAADA as well as the local planning committee. | *Activities: Gather proposals for potential speakers. Discuss and choose speakers.* Status: Worked with Conference Planning Committee and Executive Committee to secure nationally renowned speakers for keynote sessions. |
| Membership Committee Chair: Kim O’Neill | Create welcoming environment to NAADA conferences by providing mentors to conference newcomers through the NAADA Buddies program.Promote newcomer involvement beyond year-one conference. Status:A survey was sent to new members from the last three years. The committee reviewed the results and implemented the following changes:1. First timers session – New format which will include new members rotating through ‘stations’ to learn information2. Add a sign-up sheet for all conference participants to sign up for any list serve3. Recommend a webinar/Virtual Coffee Break on a quarterly basis for additional ‘Beg, Borrow and Steal’ sessions per tracks4. Request analytics of the open rate on the newsletter, as social media doesn’t seem to be that important (at least to the survey participants)5. Promote social media at the conference beginning with registration6. Buddy system – pair according to track/title, followed by region | *Activities: Rethink newcomers session based on conference evaluations. Recruit mentors, publicize program to newcomers (in the conference program registration). Discuss how newcomers signup—should all newcomers be assigned a buddy?* *Follow up with newcomers after the conference as an organization and through track reps to continue to engage them in NAADA.* *Review list of newcomers from the last few years to find out if they continue to hold membership and attend conference. Consider surveying newcomers regarding their involvement—why they do or don’t participate, etc.**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.* |
| Executive Committee (as needed) and Past President in planning the luncheon | 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: Past President/Luncheon was held at the conference with 8 attendees including Executive Committee and staff. |
| 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) as developed by the Branding Task Force. Investigate other ideas for promoting membership, such as videos on the web.*Status: Member video interviews will be conducted at the NAADA Conference in Asheville. The committee identified 15 members to interview and will take additional recommendations.Need to continue strengthening the newsletter piece, if the analytics determine it is being read. |

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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: Jennifer ShikeStaff | 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: Newsletter sent in July, August/September, October November, January and February, April, May, July and August. |
| 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. Highlight testimonials based on the new branding stories created for each track.*Status: No update. |
| 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: The annual conference survey had 95 responses. |
| Outreach Committee | Increase the value of NAADA membership by providing online resources for benchmarking and improving programs and activities. | *Activities: Develop process to review, maintain and market Knowledge Center on website.*Status: No update. |
| Marketing/Communications Committee   | Develop a communications and marketing committee and a work plan. Create a social media calendar and post to NAADA social media venues on a regular basis. Review the NAADA website on a regular basis and share updates needed with NAADA staff responsible for implementing changes. Create a NAADA Style Guide and share with NAADA staff to implement in 2017. Contribute a regular blurb about NAADA social media for the NAADA newsletter. Work to improve internal communications through the use of list-servs. | *Activities: Organize and implement coordinated communication plan with the support of the entire NAADA Board.*Status: We’ve had two conference calls since August. We’ve created a marketing and communications work plan. We’ve implemented a social media plan and implemented a social media calendar utilizing the talents of five NAADA members to create engaging, interesting, and helpful social media posts for the organization. We’ve created a rough draft of the NAADA Style Guide to present at the fall board meeting for review by the NAADA Board. We will find ways to improve internal communication by bringing the list-servs into social media conversation and encouraging that they be highlighted in the newsletter. |
| 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 reformatted and was included in the conference folders. |
| Executive Committee | Encourage institutions to share demographic information in order to provide another value-added resource to their membership.Provides institutions with the tools to benchmark against their peers. | *Activities: Develop online institutional profile that captures demographic information for all tracks within NAADA. Provide VCB to campus contacts to train on data entry. Provide recording to instruct on the use of the search tool. Provide overview of data at annual meeting. Encourage date updates at least once per year – either at membership renewal or prior to the annual conference*Status: Online profiles developed, VCB completed, Recording scheduled. The following institutions have completed their profile:Texas Tech UniversityOklahoma State UniversityMississippi State UniversityThe Ohio State UniversityMontana State UniversityUniversity of Illinois Penn StateUniversity of Tennessee Virginia TechMichigan State UniversityUniversity of Wisconsin-MadisonColorado State UniversityAuburn UniversityClemson University |
| 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 2015-2016 and gain one new organizational member. | *Activities: Work with Staff to collect membership dues. Follow up with non-renewals via telephone.* Status: All institutional members have renewed for 2016. Three members upgraded their level and one decreased their level. 1 organizational member did not renew. |
| Finance/Sponsorship Committee Chair: Margaret Owens | Increase conference sponsorship level to $50,000. | *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 conference had $38,900 in sponsorships collected and several other in-kind sponsors have been secured. Three sponsorships have an open balance:MonsantoNC Farm BureauDuPont/Pioneer  |
| 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. Continue to promote purchase of anniversary pens.*Status: Solicitations were made at the annual conference. Two pens were sold. |
| 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 was revised and finalized prior to the fall board meeting. This is an area where board support is needed. |
| Executive Committee and Staff | Maintain ongoing relationship with conference sponsors to steward future gifts and support. | *Activities: Implement the NAADA stewardship plan. Engage board members in stewardship of sponsors (e.g., host a table at group meal with donors and board members).*Status: No update. |
| 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: A slate of candidates for the President and Vice President were approved at the April 2016 Board meeting. Slate was presented to the NAADA membership at the Annual Business Meeting on Thursday, June 23, and accepted.  |
| Executive Committee | Set and agree upon expectations of individual board members and the executive committee. |  *Activities: Complete/sign board agreements annually at conference board meeting**Annually evaluate the board and individual board members*Status: Board agreements signed at conference and fall meeting. |
| 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: Orientation was conducted on September 23 and there were 12 attendees. |
| 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: Jordan Moseley | 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.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. Implement Jane Longley-Cook grants to volunteers attending conference.* Status: Awards banquet was a huge success.  Website has been updated with 2016 Winners. |
| Executive Committee and Task Force  | Encourage volunteer attendanceUtilize the Jane Longley-Cook funds to fulfill donor wishes  | *Activities: Call for applications in March launched, Develop scoring rubric, Application deadline in May. Recipients notified in May*Status: At conference board meeting, eligibility requirements were updated to eliminate “previous NAADA attendees are given preference”. Change will allow the committee to determine the best use of the Jane Longley-Cook funds. |
| 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 (in the Knowledge Center)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: 27 P&P awards were awarded during the June Conference in Asheville. Paula Beecher will be the incoming P&P chair for 2017-2019. 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. |
| 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. | *Activities: Continue to induct new members into the Mulberry Society. Provide recognition for members at the annual conference.*Status: The Society will be introduced at the beginning of the Annual Awards Banquet and recognition of members in attendance, followed by induction of new members (i.e., last year’s Individual Award honorees and other charter members who were unable to make last year’s ceremony). The 2016 Individual Award honorees will be automatically inducted into the Society when presented with their award, as will be all future honorees. |

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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. |
| 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 is drafting a communications plan leading up to the conference similar to previous years to coordinate the messages that need to be distributed to the membership.Award promotion, newsletters and other emails have been coordinated by staff. |
| 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: no update. |
| 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: no update. |
| Staff and Executive Committee | Investigate additional revenue generating options. | *Activities: Benchmark accreditation and certification programs from other organizations (e.g., CASE, BoardSource, etc.)*Status: no update. |
| Executive | Confirm annual conference locations at least three years out. | *Activities: Stay on top of proposal options and aggressively recruit locations.*Status: Conference venues secured for the following:2017: the Ohio State University2018: University of Idaho2019 Conference host will be solicited after the 2016 conference. |

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