# **Volunteer With NAACO**

The following charters outline the specific roles and responsibilities for each NAACO committee. If you would like to volunteer, please read through each one of the projects for the coming year, as well as the time commitment. Please note that each committee’s charges are directly tied to objectives from the NAACO strategic plan.

There are many opportunities to volunteer with NAACO. Each committee is ideally composed of one representative from each region other than the Membership Committee which has two. Most members serve a 2-year term. We are always happy to welcome new members to join several committees. Read the charters and charges below, and if you are interested in becoming more involved, please email us at info@naaco.org.

# **2023–24 NAACO Committee Charters**

The following charters outline the specific roles and responsibilities for each NAACO committee. If you would like to volunteer, please read through each one of the projects for the coming year, as well as the time commitment. Please note that each committee’s charges are directly tied to objectives from the NAACO strategic plan.

## **Communications Committee**

**Members:** Appointed volunteers

**Board Liaison:** Director-at-Large, Communications

**Monthly Meeting Time:** Second Wednesday of the month at 1:00 pm ET

**Purpose:** To assist in providing effective communications and accurate messaging between NAACO HQ and the membership. To assist in projects that facilitate engagement within the membership across all communication platforms including the annual conference.

**Strategic Goals Served**

**Strategic Outcome 1**: Effective and Sustainable Operations

S1.2: Establish volunteer framework to support NAACO's key areas of focus and strategic initiatives

**Strategic Outcome 2:** Raise NAACO's Profile and Create Value

S2.2: Communicate the value of NAACO across relevant stakeholder segments

**Strategic Outcome 4:** Diverse and Inclusive Community

S4.4: Integrate Diversity, Equity, and Inclusion within all facets of NAACO

**Committee Roles**

* Committee Chair, Communications: The Committee Chair is an administrative role that works closely with the Director at Large-Communications and Headquarters to facilitate meetings. The role is responsible for:
  + creating the monthly meeting agenda in collaboration with the director
  + liaising with committee members to ensure that their items are brought forward in meetings and are on the agenda
  + informing committee members of meeting dates, sharing the agenda prior to the meeting, and distributing notes following each meeting
* Member, Communications Committee: Members of the Communications Committee are responsible for:
  + reviewing the agenda prior to the monthly committee meetings and participating int the meetings
  + engaging in the goals and objectives as set out in the Committee Charter and in the timeline set out in the Critical Path

**Goals**

1. Construct a yearly communication plan that strategizes the effectiveness.
2. Provide feedback and guidance for overall messaging and consistency in branding.
3. Generate editorial content that is relevant for the NAACO membership.
4. Contribute to the communications elements of the NAACO annual conference that are rooted in the culture of the organization.

**Objectives**

1. One representative to be appointed to the Conference Group for a monthly meeting to report on activities of committee; can be rotating. This representative will report back to the committee.
2. Review annual conference schedule, speaker introduction scripts, educational session titles and descriptions, draft presentations, game cards, program, survey, and attendee communications to ensure they conform with the NAACO style guide.
3. Develop roundtable discussion topics for the annual conference with the Membership and Education committees.
4. Promote the annual conference in the MACE, social media, and other communications channels.
5. Create and provide editorial oversight for four issues of the MACE throughout the year.
6. Review the readership statistics of the MACE quarterly to inform editorial content decisions for the following year.
7. Review and provide feedback to NAACO staff on all communications.
8. Provide volunteer support on NAACO Connect.
9. Send staff articles and content to share on the NAACO social media accounts: Facebook, Twitter, and Instagram. Engage with and share content that is posted by NAACO.
10. Work with staff to revise press release templates and create schedule/plan and virtual press room for media. This effort should be based on how we had an impact on events over the last two years. Complete the new section of the website with staff by July 31, 2024.
11. Identify industry publications that we could submit editorial to or advertise.
12. Create a schedule for submitting articles to these publications for the year.
13. Submit at least one article to an external publication by July 31, 2024.
14. Select a company for ADA web review that is within budget by December 31, 2023.
15. Create editorial content for NAACO communications platforms that encourages engagement of both new and existing members.
16. Conduct an annual audit of the website to identify content that is missing or should be removed.

## **Event Experience Committee**

**Members:** Appointed/Volunteer

**Board Liaison:** President-Elect

**Monthly Meeting Time:** TBD

**Purpose:** To work with HQ staff to create engaging and interesting experiences at the annual conference.

**Strategic Objectives Served**

Strategic Outcome 3: NAACO is the Central Hub for Adaptability

S3.1: Cultivate a year-long culture of engagement

**Committee Roles**

* The Committee Chair is an administrative role that works closely with the President-Elect and Headquarters to facilitate meetings. The role is responsible for:
  + creating the monthly meeting agenda in collaboration with the President-Elect
  + liaising with committee members to ensure that their items are brought forward in meetings and are on the agenda
  + informing committee members of meeting dates, sharing the agenda prior to the meeting, and distributing notes following each meeting
* Member, Event Experience Committee: Members of the Event Experience Committee are responsible for:
  + reviewing the agenda prior to the monthly committee meetings and participating in the meetings
  + engaging in the goals and objectives as set out in the Committee Charter and in the timeline set out in the Critical Path

**Goals**

1. Create the experience elements of the NAACO annual conference that are rooted in the culture of the organization.

**Objectives**

1. One representative to be appointed to the Conference Group for a monthly meeting to report on activities of the committee; can be rotating. This representative will report back to the committee.
2. Ensure theme is reflected in social activities (Opening Night Reception and Night Out)
3. Make recommendation for speaker gifts to the Board
4. Select restaurants for Meet & Eat activity
5. Make recommendations to the Board for how to infuse local culture into opening ceremony
6. Make recommendation on attire and coordinate swag table giveaway during opening night reception
7. Develop opening night activity including infusing local culture to encourage attendees to visit Corporate Showcase
8. Make recommendation for NAACO Cares charity to the Board and develop activities to encourage attendees to donate
9. Make recommendation for night out location and any activities/entertainment within budget
10. Review conference program for opening night and night out reception details
11. Identify volunteer needs for event experience activities (Opening Reception and Night Out)
12. Work with HQ staff to determine location of group photo
13. Review draft survey for event experience activity questions (Opening Reception and Night Out)
14. Drawing on local committee members’ knowledge, make recommendation for local keynote speakers to the Board

## **Education Committee**

**Members:** Appointed volunteers via application

**Board Liaison:** Director-at-Large, Education

**Monthly Meeting Time:** Every second Tuesday at 3:00 pm ET.

**Purpose:** To provide quality, timely education to the NAACO membership through a variety of means, including hot topic calls, the certificate program, and the annual conference.

**Strategic Outcomes Served**

**Strategic Outcome 1:** Effective and Sustainable Operations

S1.3: Maximize NAACO's technology resources

**Strategic Outcome 2:** Raise NAACO's Profile and Create Value

S2.2: Communicate the value of NAACO across relevant stakeholder segments

**Strategic Outcome 3:** NAACO is the Central Hub for Adaptability

S3.6: Revamp the NAACO onboarding process

**Committee Roles**

* The Committee Chair is an administrative role that works closely with the Director-at-Large Education and Headquarters to facilitate meetings. The role is responsible for:
  + creating the monthly meeting agenda in collaboration with the Director at Large Education
  + liaising with committee members to ensure that their items are brought forward in meetings and are on the agenda
  + informing committee members of meeting dates, sharing the agenda prior to the meeting, and distributing notes following each meeting
* Members of the Education committee are responsible for:
  + reviewing the agenda prior to the monthly committee meetings and participating in the meetings
  + engaging in the goals and objectives as set out in the Committee Charter and in the timeline set out in the Critical Path

**Goals**

1. Elevate NAACO education for the membership community.
2. Develop content and materials consistent with NAACO’s mission and values.
3. Manage the NAACO Certificate in Academic Ceremonies in conjunction with staff.

**Objectives**

1. One representative to be appointed to the Conference Group for a monthly meeting to report on activities of committee; can be rotating. This representative will report back to the committee.
2. Ensure theme is reflected in some of the annual conference educational sessions
3. Contribute to annual conference schedule by recommending the number of education and roundtable timeslots should be included.
4. Run an onboarding session for new certificate program participants for year 1 and year 2.
5. Make recommendations for keynote and panel speakers for the annual conference to the Board
6. Create 5–8 hot topic calls over the course of the calendar year.
7. Select the editorial calendar of hot topic call topics for the year by September 30
8. Review existing web content for timeliness and accuracy.
9. Complete a call for proposals for the annual conference by July 31.
10. Target institutions to present or participate with NAACO, with focus on both members and nonmembers.
11. Select all educational sessions, except the keynote speakers, for the annual conference no later than September 15.
12. Review draft presentations of educational sessions by December 15 to ensure they align with NAACO values.
13. Review educational sessions, speakers and roundtable sessions in annual conference program.
14. Identify volunteer needs for educational activities at annual conference.
15. Review educational session survey questions.
16. Develop roundtable discussions for annual conference with the Membership and Communications committees
17. Partner with academics who are SMEs outside of the NAACO affiliate membership to present sessions. A focus area should be around topics with DEI.
18. Target one HBCU to present a session at NAACO or be a part of a panel in an area of interest.
19. Create specific educational content devoted to DEI for both hot topics and the conference.

## 

## **Membership Committee**

**Members:** Regional Directors, Assistant Directors

**Board Liaison:** Director-at-Large, Membership

**Purpose:** The Membership Committee’s primary function is to be the front line volunteers between the broader NAACO community at the regional level. It welcomes new members into the organization, as well as provides ongoing support for retention efforts.

**Meeting Schedule:** Third Tuesday of the month at 1:00 pm ET.

**Time Commitment: I**n addition to monthly calls, committee members will be expected to devote 5–10 hours per month to help generate the work product described in the objectives below.

**Strategic Objectives Served**

**Strategic Outcome 2**

S2.2: Communicate the value of NAACO across relevant stakeholder segments

**Strategic Outcome 3:** NAACO is the Central Hub for Adaptability

S3.1: Cultivate a year-long culture of engagement

S3.6: Revamp the NAACO onboarding process

**Strategic Outcome 4:** Diverse and Inclusive Community

S4.1: Encourage participation/create opportunities for NAACO members of all backgrounds and geographic locations

S4.4: Integrate Diversity, Equity, and Inclusion within all facets of NAACO

**Committee Roles**

* The Committee Chair is an administrative role that works closely with the Director-at-Large Membership and Headquarters to facilitate meetings. The role is responsible for:
  + creating the monthly meeting agenda in collaboration with the Director at Large, Membership
  + liaising with committee members to ensure that their items are brought forward in meetings and are on the agenda
  + informing committee members of meeting dates, sharing the agenda prior to the meeting, and distributing notes following each meeting
* Members of the Membership committee are responsible for:
  + reviewing the agenda prior to the monthly committee meetings and participating in the meetings
  + engaging in the goals and objectives as set out in the Committee Charter and in the timeline set out in the Critical Path

**Goals**

1. Create engagement opportunities within NAACO regions.
2. Support ongoing recruitment and retention efforts.
3. Provide oversight for regional meetings.

**Objectives**

1. One representative to be appointed to the Conference Group for a monthly meeting to report on activities of committee; can be rotating. This representative will report back to the committee.
2. Develop an annual plan to host 1 regional meeting per region and work to target low membership areas to support recruitment and engagement..
3. Work with staff to provide a list of most likely institutions to join NAACO by September 30.
4. Regional directors will engage in personal outreach to non-renewals in their area in October.
5. Work with staff to craft a revised exit survey for lapsed members to be sent to all non-renewals in January.
6. Revise the regional meeting application process in conjunction with staff and provide any edits no later than September 30.
7. Conduct an annual review of membership benefits for the following criteria:
   1. The overall usage of member benefits.
   2. Feedback on how existing benefits could be improved.
   3. Provide questions for the annual membership survey for this purpose by June 30.
8. Revise the existing one-page membership “sell sheet” in conjunction with staff that can be used for promotion. This shall include all of the benefits for membership. This is due January 31.
9. Outgoing regional directors shall identify their successors by May 30.
10. Conduct four virtual member engagement discussions. These shall be scheduled by July 31.
11. Plan 1-3 Virtual campus tour events.
12. Contribute to annual conference schedule by recommending member engagement activities for inclusion.
13. Develop roundtable topics for annual conference with Communications and Education committees.
14. Develop and run formal networking activity at annual conference.
15. Run New to NAACO activities at annual conference as identified by New to NAACO Task Force.
16. Develop a common agenda for and run one regional meeting per region at the annual conference.
17. Identify volunteer needs for membership activities at annual conference.
18. Review New to NAACO, formal networking and regional meeting details in annual conference program.
19. Support promotion of annual conference to local area institutions.
20. Reviews annual conference survey for questions regarding membership activities.