



ACSP

Connecting educators,
researchers and students

OPERATIONS CHART

THE MEMBERSHIP

ACSP GOVERNING BOARD

EXECUTIVE DIRECTOR
White Picket Fence Productions, Inc.
Donna Dodd, ddodd@acsp.org
Governing Board & Executive Committee Management,
Management of Board Determined Strategy & Presidential Initiatives

CONFERENCE

- Staff Liaison, National Conference Committee
- Staff Liaison, Local Host(s)
- Keynote Management
- Abstract Management
- Logistics
- Exhibits
- Workshop Logistics
- Registration
- Special Events & Schedule Management

BOOKKEEPING

- Staff Liaison, CPA Firm
- Accounts Receivable
- Accounts Payable
- QuickBooks Data Entry
- Ecommerce
- Monthly Reconciliations

MARKETING

- Web Content/Design/Analytics
- Brand Management
- Conference App & Print Program
- Sponsorship, Advertising, & Exhibits Development
- Survey/Data Management/ Systems Coordination
- Photo & Video Management
- Staff Liaison, Institutional Data Task Force

COMMUNICATIONS

- Weekly eNewsletter
- Planning News
- Planning Profiles
- Leadership Recognition
- Awards Management
- Social Media/Member Engagement
- Press Releases/Media
- Special Interest Group Liaison

MEMBERSHIP

- Membership Recruiting & Retention
- Member Engagement
- JPER Distribution
- Member Database
- Data Exports & Reporting
- Career Center
- Guide Data Collection