

**2018
EDUCATION COMMITTEE
WORK PLAN**

Chair: Christy Moffett, Travis County, TX

Vice Chair: Theresa Dukes, Nassau County, NY

Timeline: Core Committee Calls – Monthly
Committee Meetings – March, July, September
Educational Sessions - Per the Education Plan

Overall Goal: **FURTHERING MEMBER KNOWLEDGE AND TECHNICAL SKILLS**

Objective 1: Develop an education plan which focuses on practical application, technical training and content which drills down into topics rather than surface level training.

Tasks:

	Type	Content	Frequency	Budget Needed	Notes
1	Webinar	1. TBD 2. TBD 3. TBD 4. TBD	Quarterly	\$500 for content experts	Topics primarily best for one way communication. Need to identify content for each webinar as well as speakers. Maximize Associate Member expertise.
2	In-Person (Legislative Conference)	Morning: Sharing your story and HUD Vision. Afternoon: Hill Visits and Educational tract TBD.	Annual	Sponsored, no budget needed.	Add one day to the Legislative Conference (Thursday) March 1 st – 4 th Space reserved, action to take
3	Conference Call or More Interactive Session	TBD – likely a very technical item with many details or a level of complexity that can translate well to a round table.	Semi - Annual	\$500 In case a cost exists for the technology solution	Pilot option based on membership survey. Wanted a training method more interactive than a traditional webinar, but not an in person training. Need to identify format to be able to support two way communications. Maximize Associate Member expertise.
4	Print Materials or archive materials	Print materials or archived videos will be placed on NACCED website for all education content for on demand learning post training.	As needed	\$0, electronic only	All trainings will have supporting materials including examples of scopes of work, best practices, or whatever content is most relevant to help members implement the content.

Expected Outcome: To further the educational needs and technical skills of NACCED members throughout their careers and utilize the expertise of Associate Members to diversify training base.

Objective 2 – Regularly use social media, pod casts and blogs to highlight NACCED, its members and its educational content.

Tasks:

	Type	Content	Frequency	Budget Needed	Notes
1	Podcasts	Developed by NACCED Staff based on available speakers schedules and relevant topics of the day.	12 times a year	\$4800	NACCED staff will continue to look for sponsorship of the podcasts to defray the budget costs.
2	Twitter, Facebook, Instagram	Managed by NACCED staff. Shares relevant articles, content, member highlights and educational opportunities	Daily	\$0	
3	Blogs	Written by NACCED staff or guest writers based on relevant content identified by NACCED staff.	Monthly?	\$0	Blogs are hosted on the NACCED website and may be featured or shared on other websites.

Expected Outcome: Raise awareness of NACCED through its education content including pod casts, blogs, social media, etc.

Objective 3 – To research an opportunity for certification for a specific identified need, provided by an outside professional organization

Tasks:

	Type	Content	Frequency	Budget Needed	Notes
1	Identify certification	TBD	By EOY	\$0	Identify a certification that would be beneficial to NACCED members, determine the cost for the certification. For example, there is a public engagement certification through a series of classes through IAP2.

Expected Outcome: To bring reduced cost or free certification opportunities to NACCED members to strengthen the benefits of membership.

Objective 4 – Provide support and coordination of training content to the annual conference through a liaison on the Conference Committee.

Tasks:

	Type	Content	Frequency	Budget Needed	Notes
1	Identify Liaison	N/A	N/A	\$0	MaryLou Egan has been identified at the liaison for 2018.
2	Provide support to conference committee	The liaison will identify needs for the educational committee to assist with the conference content.	As needed	\$0	Add an item to each monthly call for liaison to identify any needs or discussion needed to support the conference.
3	Evaluate of Education Content	Evaluate the training topics provided throughout 2018 to review for breadth and depth of content. Identify any adjustments or lessons learned from the evaluation.	Annually (Review in August for September report out)	\$0	

Expected Outcome: To provide continuity of educational content between the conference and non-conference training opportunities.

SUMMARY: One primary goal with four objectives and multiple tasks.