

**2018  
MEMBERSHIP COMMITTEE  
WORK PLAN**

**Chair:** Linda Jenkins, Los Angeles County, CA

**Vice Chair:** Susan Au, Tarrant County, TX

**Timeline:** Core Committee Calls – Monthly  
Committee Meetings – March, July, September  
Recruitment Mailings - Ongoing

Overall Goal: **ORGANIZATIONAL VIABILITY**

**Task 1 –**

Develop marketing materials aimed at convincing peers that they need NACCED to help them effectively perform their jobs and convincing those above the level of the potential NACCED member contact that membership is vital to the success of their county's program. This will result in the creation of a membership brochure created by NACCED marketing.

*Expected Outcome:* To continue to foster relationships with strategic county elected officials and practitioners to increase awareness of NACCED, to retain existing members and recruit new members.

**Task 2 –**

Create a plan for and implement roll out of new Student member category and its benefits.

*Expected Outcome:* Add value for associate/affiliate members and increase revenue for NACCED.

**Task 3 –**

Target potential urban county entitlements by orchestrating phone calls from members and positioning NACCED as a resource. Use the marketing materials to recruit, including sending membership packets to non-member urban counties including new entitlements, and strategic members of NACo's Board, Community and Economic Development Steering Committee, and Large Urban County Caucus.

*Expected Outcome:* To grow the future membership base of NACCED and to increase awareness of the association among practitioners as a valuable resource.

**Task 4 –**

Increase member engagement via identifying leaders and involving a variety of a counties' staff.

*Expected Outcome:* To identify future leaders for the Association, to promote succession planning and to create stronger relationships with existing members.

**Task 5 –** Continue to facilitate changes to the NACCED website to foster a more useful tool for members including the creation of an online membership directory to be introduced at the March 2 committee meeting.

*Expected Outcome:* Greater collaboration and ease of communication among members.

**SUMMARY:** One primary goal with five tasks.