

2019
NACCED MEMBERSHIP COMMITTEE
WORK PLAN

Chair: Susan Au, Tarrant County, TX

Vice Chair: Vacant

Timeline: Core Committee Calls – Monthly
Committee Meetings – March, July, October
Recruitment Mailings – October 2018 (physical); otherwise ongoing

Overall Goal: **ORGANIZATIONAL VIABILITY**

Task 1 –

Develop marketing materials to provide informational content about NACCED for anyone to distribute and increase membership.

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 –

Develop and implement a strategy for focusing on schools and faculty for student membership recruitment.

Expected Outcome: Recruit five student members and continue to develop the NACCED leadership pipeline.

Task 3 –

Target potential members (urban county entitlements, affiliates and associates) 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, Large Urban County Caucus, developers and banks.

Expected Outcome: Addition of ten new county members, five new affiliates and three new associate members.

Task 4 –

Increase member engagement via identifying leaders and involving a variety of counties' staff. Including encouraging current members to bring new staff to NACCED's in-person meetings.

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

SUMMARY: One primary goal with four tasks.