**ACTION ITEMS**

- Regional Subcommittee will draft a District Meeting Playbook and share a draft during the Regional Leader's Meeting at the Annual Meeting in April of 2020. The final version is expected Summer of 2020.
- National Office will explore the possibility of sourcing a central hotel contract. National to provide an update on the monthly drop-in calls on progress. The target for completion Fall 2020 for use in 2021.
- National Office will explore the sourcing speakers who are willing to travel to multiple Regions. This feature exists in the Speaker’s Bureau and will be used to build up the number of speakers who are available for multi-region presentations. National will provide updates on the monthly drop-in calls for new speakers added.
- National will work with the Regions to develop a Cross Reference for conference information and metrics of all the Regions. National currently has a similar resource, but it will need to be updated with 2019 information. National will develop and administer a survey to collect this information. The target publication is May 2020.
- National will provide links on the front page of the website to link to Regions and Regional Meetings. Targeted completion, February 2020.
- National will work to create additional tools and template documents and will distribute the link to the current resources with this summary.
- National will distribute monthly reports to the Regions on current members, new members, dropped members, and new prospects. National will also add space in each Drop-In call to discuss membership.

**Discussion Notes**

**WE ARE...NAEP! – ONE ASSOCIATION, MANY REGIONS: THIS SESSION EXPLORES HOW NAEP NATIONAL AND REGIONS CAN WORK BETTER TOGETHER IN PROVIDING MEMBER SERVICES**
Discussion Question:

What benefits and challenges do you see with combining meetings either by District by pairing with another Region?

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>CHALLENGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to provide more scholarships</td>
<td>Less incentive to combine if doing well</td>
</tr>
<tr>
<td>Reduced cost to deliver</td>
<td>Distance for attendees to travel and cost</td>
</tr>
<tr>
<td>Division of labor and cost</td>
<td>Site constraints</td>
</tr>
<tr>
<td>Reduced lift on sponsors and exhibitors, better recruiting opportunities</td>
<td>Getting people out of their comfort zone</td>
</tr>
<tr>
<td>Diversity of thoughts and ideas</td>
<td>Incorporating everyone’s input and getting everyone on the same page</td>
</tr>
<tr>
<td>More resources for smaller regions</td>
<td>Equal Regional representation</td>
</tr>
<tr>
<td>Cross-pollination of topics and content</td>
<td>Transparency</td>
</tr>
<tr>
<td>Cross-promotion to more than one region</td>
<td>May limit small school participation</td>
</tr>
</tbody>
</table>
Discussion Question 2: What barriers do you have to provide conference planning and onsite logistics?

- The central database for compiling information from other Regional meetings such as speakers, location, and presentations
- Lack of awareness of the value of engagement
- Need a system to identify “like peers” such as those in facilities, IT, Science, etc.
- Lack of early registration
- Balancing risk
- Being able to plan for the next year
- Time of year
- Travel cost containment
- Early publication of the program
- Need more direct access to Regional website
- Marketing the value of attending
- Meeting flow
- Continuity of leadership
- Coordinating meeting and recruitment of onsite volunteers
- The old guard doesn't want to let others help
- Site selection and knowing how to negotiate with hotels
- No post-conference debrief
- Late Registration opening
2019 Association Leadership Program Summary

- Communications
- Getting Agenda prepared
- Only one year as President to learn and deliver a meeting
- Overcoming logistics issues such as through more virtual delivery

YOU DID WHAT? - IDEAS, INNOVATIONS, AND INSPIRATION: NAEP REGIONS SHARE THEIR STORIES ON NEW AND CREATIVE PRACTICES

Regions each shared two successes for the year and one challenge they wished to solve through the ALP. These updates are provided on the slides.

WHAT’S YOUR SOLUTION LUNCH: HEAR SOMETHING YOU LIKED IN THE LAST SESSION. SIT WITH SOMEONE NEW AND LEARN FROM EACH OTHER ON SOLUTIONS TO YOUR MOST PRESSING PROBLEMS

Regions used the time to follow up on the innovations they heard in the previous session and engaged with their peers to solve their current challenges.

CREATING MORE DYNAMIC MEETINGS: REGIONAL MEETINGS ARE OFTEN THE FIRST IF NOT ONLY, TOUCHPOINT FOR MEMBERS AND POTENTIAL MEMBERS WITH NAEP. IN THIS INTERACTIVE SESSION, ENGAGE WITH OTHER REGIONAL LEADERS ON HOW TO CREATE MORE DYNAMIC PROGRAMS, INCENTIVIZE ATTENDANCE, AND ENCOURAGE SPONSOR PARTICIPATION.

NAEP professional staff provided four, ten-minute, TED-style talks on Program, Logistics, Attendee Management, and Vendor Management. The information shared during the talks can be found on the slides. Regions also engaged in discussions around the four areas and discussed questions they have in the four areas.
2019 Association Leadership Program Summary

Questions included:

- How do you select a city? Is it always the President’s city?
  - Answer: Some regions use this as a selection criterion, some rotate between the Regions in the District based on cities that provide ease of access, and others look for unique sites. It was also suggested that Regions could competitively source for cities and venues.

- What questions should we be asking hotels, offsite venues, etc.?
  - Answer: You need to ask about attrition, food and beverage minimums, insurance requirements, required union or non-union labor, exclusive venue providers, cancellation policies, etc. If you would like National to review or assist, there are resources available.

- How do we know how far out to plan?
  - Answer: The earlier, the better. There is a sample timeline on the Regional Resource page.

- How do you get small institutions more involved?
  - Answer: Promotion of scholarships, get them to volunteer, or hold a Drive-In or one-day meeting at a low cost.

Ideas to Enhance Program:

- Build a comprehensive program which covers a wide range of content, but is put together with a purpose
- Focus on making direct contact with presenters and make personal outreach to those who present at National
- Engage the Supply Chain Management Program
- Tap into this group to cross-present
- Supplier or partnered presentations and case studies
- Present something unusual like some fresh research or topic which is not specific to procurement
BYLAWS REVISIONS-UPDATE

NAEP’s National Board of Directors took an opportunity to share an update on proposed changes to the NAEP Bylaws. The Bylaw changes will be introduced on the National Election Ballot for review and vote by the membership. Ballots will be distributed on February 4, 2020. The Board will hold a Town Hall Meeting in to allow for questions before the election closing on March 4, 2020.

BUILDING STRONGER REGIONAL GOVERNANCE: GOVERNANCE, SUCCESSION PLANNING, AND DUTIES-REGIONAL BOARDS ARE RESPONSIBLE FOR SETTING THE DIRECTION OF THE REGION AND OVERSEEING BUSINESS. LEARN MORE ABOUT HOW YOUR REGIONAL BOARD CAN BE MORE EFFECTIVE.

The Regions discussed the Ideal State of Regional Governance.

Ideas presented include:

- Have a District Board versus Regional Boards and use subcommittees to create more engagement for members.
- Not everyone wants to be President. Create a Board structure which allows people to serve in the way they want to serve
- Create a multi-year structure with different titles such as Director of Programs which would enable people to know what their job is not just their title is
- Work on projects, not only meetings
- Become more member-focused and promote what the Board does, roles and responsibilities, and how to get involved.
MORE THAN A MEETING - THE NAEP VALUE PROPOSITION: IT’S ALL ABOUT OUR MEMBERS!
THIS SESSION EXPLORES THE NAEP VALUE PROPOSITION AND HOW REGIONS CAN GROW MEMBERS AND VOLUNTEER PARTICIPATION.

Regional Leaders discussed their role in membership recruitment and retention.

Discussion Question

What barriers and opportunities do you have with member engagement and membership attraction?

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Focused outreach to schools in the area who have dropped or are at risk of dropping</td>
</tr>
<tr>
<td>Time to volunteer, personal outreach takes much time</td>
<td>Use Drive-Ins and other smaller events to engage non-members; promote membership during the event</td>
</tr>
<tr>
<td>Marketing and Communication</td>
<td>Provide training for leaders on membership growth and attraction strategies</td>
</tr>
<tr>
<td>Not enough touchpoints beyond the meeting</td>
<td>365 touchpoints; engagement has to be more than just a meeting</td>
</tr>
</tbody>
</table>
# 2019 Association Leadership Program Summary

<table>
<thead>
<tr>
<th>Lack of understanding of Regional role and responsibility in membership</th>
<th>National providing regular membership information, prospect lists, and targets-what are our goals?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Build templates, and membership toolkits focused on ROI (What is the WIFM?)</td>
</tr>
<tr>
<td></td>
<td>Leverage E&amp;I more</td>
</tr>
<tr>
<td></td>
<td>Onboarding and orientation program for new Leaders including membership</td>
</tr>
<tr>
<td></td>
<td>Engage first-time attendees and provide information on membership and value</td>
</tr>
</tbody>
</table>

NAEP would like to thank all of those who attended the 2019 Association Leadership Program in Kansas City. NAEP values the feedback and input from our Regional Leaders as we move forward into our future. We will be reviewing the format of the Regional Drop-In Calls and taking actions based on this year’s discussions. Additionally, we are soliciting feedback on how this meeting should continue to evolve and grow to allow us more opportunity to tackle these and other issues moving forward.

If you were unable to attend or have any questions or feedback, please reach to Krista Ferrell, Executive Director at 443-219-3601 or via email at kferrell@naepnet.org.