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It does not count as 1 of the 4 page totals for the submission.

## Outstanding Award Application

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List Program(s) that will be highlighted in application	Advocacy and Outreach

☒ YES Has your chapter submitted your Performance Standard SEAL?

Check the box for the Outstanding Chapter Award you are submitting:

- ☐ Outstanding Chapter Operations Award
- How does your chapter excel in its operating processes, including policies and procedures, budgeting, recognition of agencies and individuals and involvement with NIGP?
- ☐ Outstanding Chapter Membership Award
- How well does your chapter market membership benefits and resources and what are your methods for membership retention and growth?
- ☒ XXX Outstanding Chapter Advocacy and Outreach Award
- What practices and operations has your chapter demonstrated to be an effective advocate for members and our profession?
- ☐ Outstanding Chapter Professional Development Award
- How does your chapter go above and beyond providing educational resources and other opportunities to your membership?



Official  
Chapter | **NIGP** The Institute for  
Public Procurement

# **OUTSTANDING CHAPTER**

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Advocacy and Outreach

North Carolina Association  
of Governmental  
Purchasing

Chapter 86 of NIGP: The  
Institute for Public  
Procurement

Since 1952, the North Carolina Association of Governmental Purchasing ([NCAGP](#)) has supported public procurement professionals in North Carolina through a variety of educational and networking programs and opportunities. A vibrant and growing organization, we are committed to effectively advocating for our members who represent the purchasing departments of state, county, municipal and educational agencies. Over time, our organization has learned to be successful at advocating for our members we must also be productive in our outreach.

### VENDOR TRADE SHOW AND CLASS

The NCAGP sponsors a trade show each year at our annual conference. Vendors meet, greet, and connect with numerous governmental organizations such as cities, counties, state agencies, and school districts throughout the state of North Carolina. This allows our members to meet with a vast variety of suppliers, consultants, contractors, and more. The opportunity to meet in one place and at one time with the public procurement professionals who are spending millions of dollars annually is a win for our vendors. We encourage vendors to maximize their marketing efforts by attending this one-stop “mega” networking event to talk with agencies about the products and services they have to offer.



While in town for the conference, vendors have the opportunity to attend a vendor class. This class, led by a panel of seasoned procurement officers, offers legislative updates and reviews purchasing law, brings awareness to the likelihood of varying local policies, and allows vendors time for a question-and-answer session.



Promoting transparency of the legal business requirements involved in doing business with municipalities to our vendors is one way the NCAGP is able to advocate for our procurement professionals.

The result? 78 educated vendors in one spot, ready to continue or to begin doing business with our members. Plus, a vendor directory at the fingertips of each of our conference attendees.

Why is this unique? The NCAGP has multiple outreach methods for new vendors, including surveys and questionnaires, direct solicitation, and educational opportunities.

What have we learned? One, focusing on the number of vendors isn't always the most important part of the process. It is more important to reach the vendors that will be of value to our membership. Two, it is so important to thank our vendors. Their support and sponsorship make the work of our membership possible.

### MEMBER COMMUNICATION

To promote the importance of communicating our members' roles in responding to the increasing challenges and demands faced by government procurement, we target these goals in our short and long-term planning strategies:

- Discussion and recommendation of improvements in governmental purchasing.
- The exchange of ideas and experience and the sourcing of expert advice on local and state purchasing problems.
- The distribution of information on the organization and administration of governmental buying.
- The development and promotion of simplified standards and specifications for governmental buying.
- Promoting continued professional development through sponsorship of educational programs and other activities.

Social Media, Listserv, Quarterly Newsletters, and the ConnexMe app are some of the various methods the NCAGP utilizes to extend our outreach to membership.

Eligibility requirements, promotion of upcoming NIGP professional development, communication of regional NCAGP events, and more are communicated through social media outlets such as our [Facebook](#) group and our [LinkedIn](#) account.



Through our partnership with the UNC School of Government a '[Listserv](#)' has been developed as a way to talk to your colleagues around the state. Need specifications? Looking to buy or sell surplus property? Trying to locate suppliers for an upcoming bid? Facing a problem and trying to avoid reinventing the wheel? By subscribing to the purchasing listserv, members are able to troubleshoot and communicate with other professionals across the state through email.



Members are kept up to date on the activities and events in our chapter by the quarterly newsletters sent directly to their inboxes.



The ConnexMe app is utilized during our annual spring conference as a way to provide outreach to our attendees. The app allows for instant access to conference agenda, push notifications, data collection through surveys, as well as a way to make direct contact with board members, presenters, and other conference goers.



The result? An increase in advocacy and outreach has resulted in an increase in membership. Our methods of outreach also allow members to reach out to Board Members. This helps leadership keep a pulse on needs and to advocate in those areas. Response from membership helps to keep us from going stale and doing things as they've always been done. In addition, focusing on advocacy, outreach, and communication with our membership has allowed us a platform to promote equality, inclusion, and diversity.

What is unique about our methods? Our partnership with the UNC School of Government is one of a kind! As we advocate for our members, the School of Government provides feedback and guides us in decision-making for the entire chapter.

What have we learned? This has not always been easily mastered. Through our surveys, feedback, and open communication, we consistently look at ways to improve our chapter and keep the needle pointed. The NCAGP likes to say we operate in an area of influence and not an area of concern. We address the things we can change! For the NCAGP it required a change of pace with new leadership that brought new and bright ideas, improved outreach, and increased information sharing to break stigmas and change perceptions.