



NIGP CHAPTER ACADEMY

2023 | St. Louis

Maximize your experience

01

Be Present – Turn Off Distractions

02

Stand-up, walk around, take care of yourself!

03

Challenge Ideas, Not People

04

Share: Ideas, Experiences & Thoughts!

05

Be Willing to Call Time Out If Discussion Goes Astray

06

Be a Conscientious Participant – Step Up or Step Back

07

Accept That Some Things Are Out of Your Control

08


Lost? Question? Ask!

Your toolkit

- Learning Journal
- Dashboard (OpenWater)
- Poll Everywhere
- Flip charts & Post-its
- NIGP NSITE: 1-stop shopping



Our Flow

- 
- 1 Exploring Member Engagement
 - 2 Exploring Leadership Success
 - 3 Exploring Sound Operations
 - 4 Exploring Member Services

What's one word to describe your chapter?





1. Find your area
2. Discover at least 1 thing in common across the chapters in your area
3. Adopt a #hashtag for your area

What's your ...

- ▶ **1 Networking Goal**
- ▶ **1 Learning Goal**



Power of a Chapter Dashboard

- Focused on top priorities
- Guided by data



PRAISE!



NIGP Awards Program

Deadline for 2023 – May 22

- Chapter Performance Standard SEALS
- Chapter Outstanding Awards
 - Chapter Membership
 - Chapter Operations
 - Chapter Professional Development
 - Chapter Advocacy and Outreach




<https://www.nigp.org/chapters/awards-and-recognition#chapter-awards>



Reflect on your
chapter (Pg. 4)



- ✓ **What is success for your chapter?**
- ✓ **What outcomes matter?**

A group of football players in a huddle on a field. They are wearing white helmets with red and blue stripes and black jerseys with red numbers. The background shows a parking lot with many cars and a yellow school bus.

high member engagement

Translates to retention, acquisition & awareness

- Vibrant leadership
- Effective portfolio of activities
- Sound organizational structure





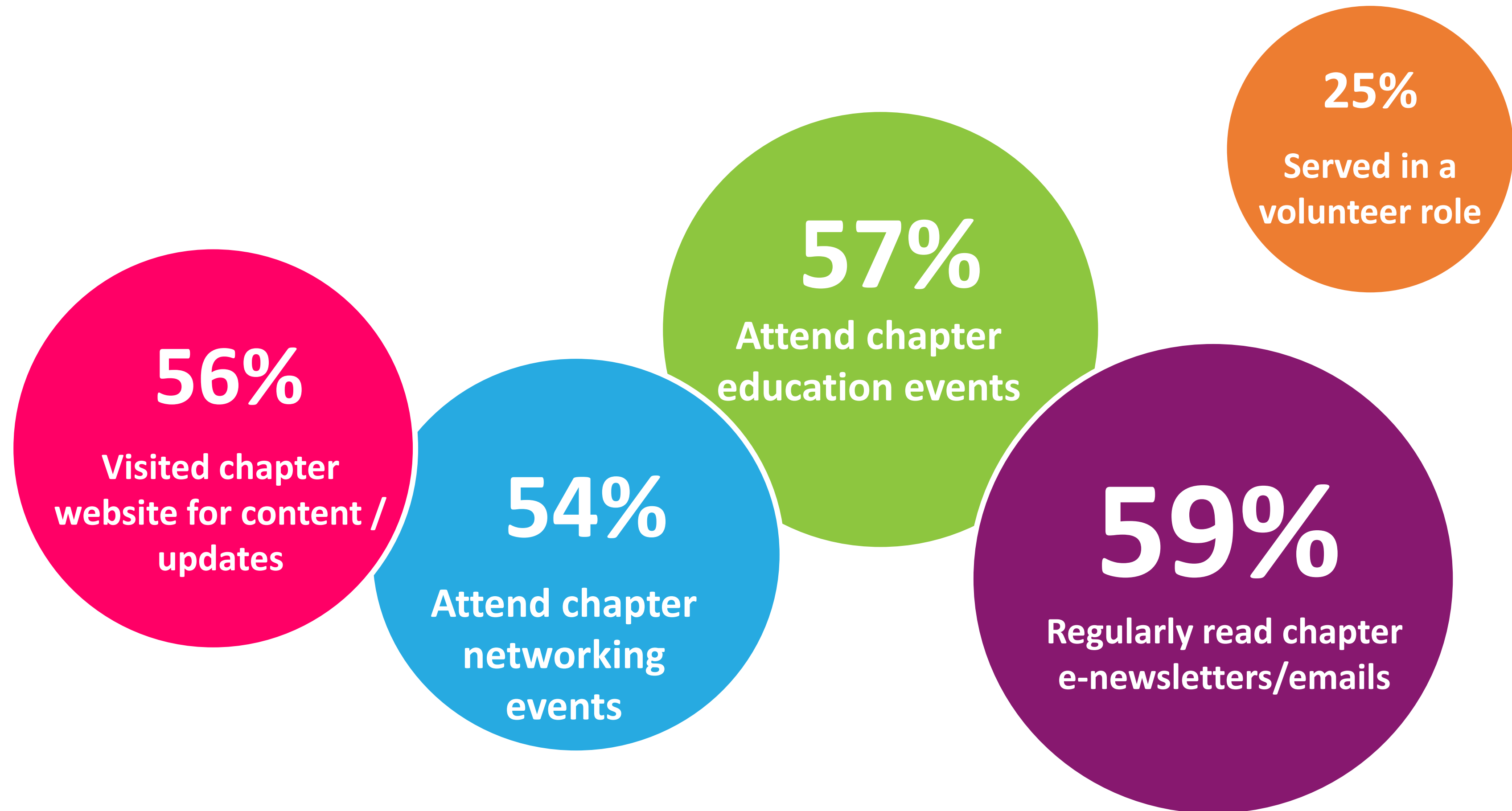
Outcomes

80% in at least one activity (*data*)

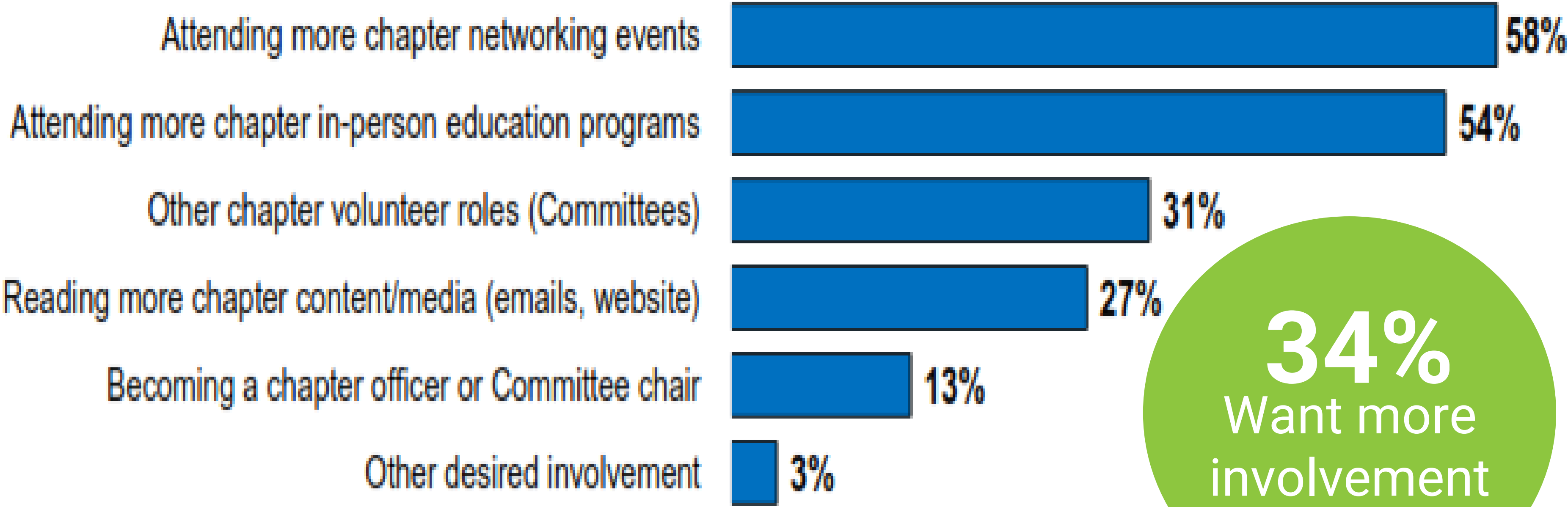
or

indicate they feel
they are active
(*survey*)

Chapter Involvement




Chapter Involvement



Member Involvement



**NIGP Members
attend webinars –
slightly more than
chapter**



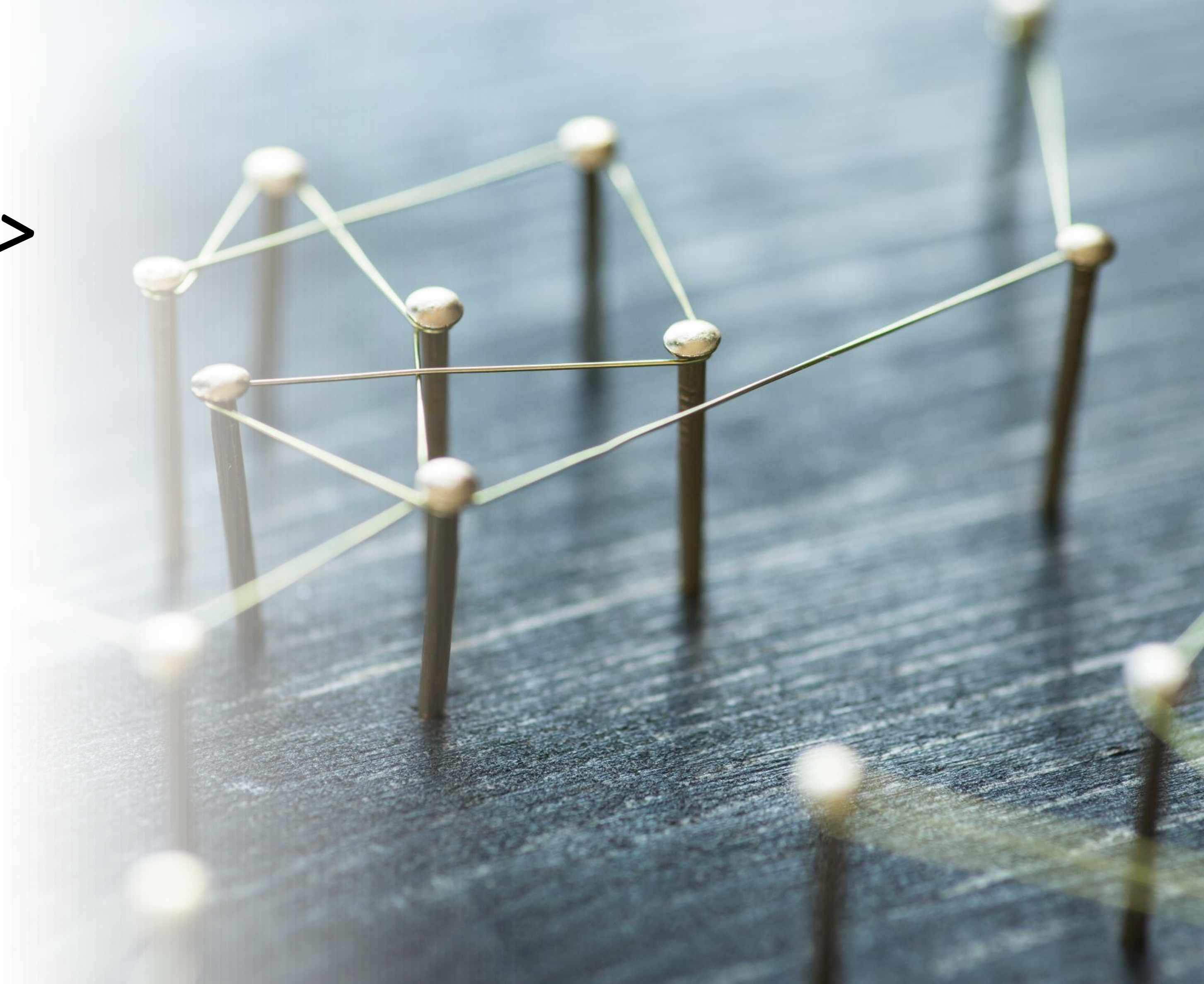
**NIGP Members engage
more with “virtual”
services (Nsite,
Pathways, eletters,
document library)**



**Most engaged in
learning,
professional dev &
events: chapter
leaders (YOU)**

Role of local community >>

- Connection
- Experience



Engagement
has changed
& is changing



- Preference for virtual

.

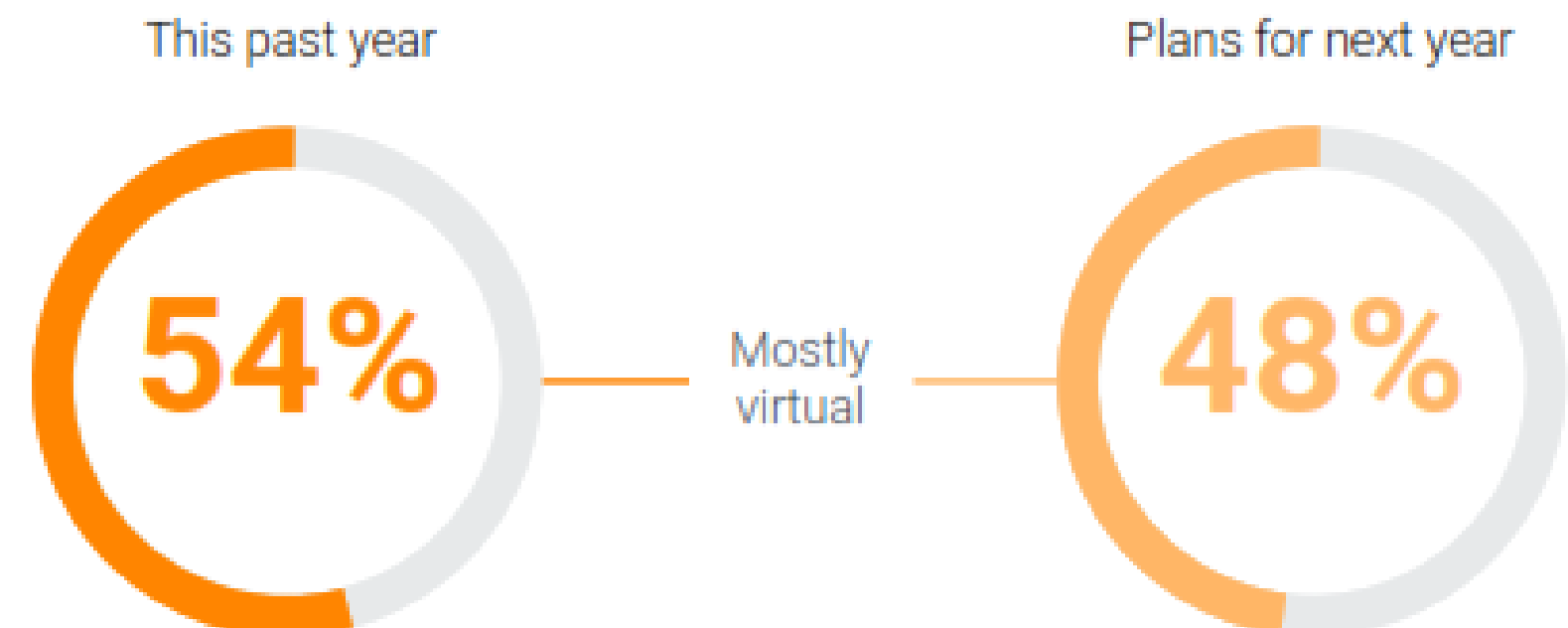
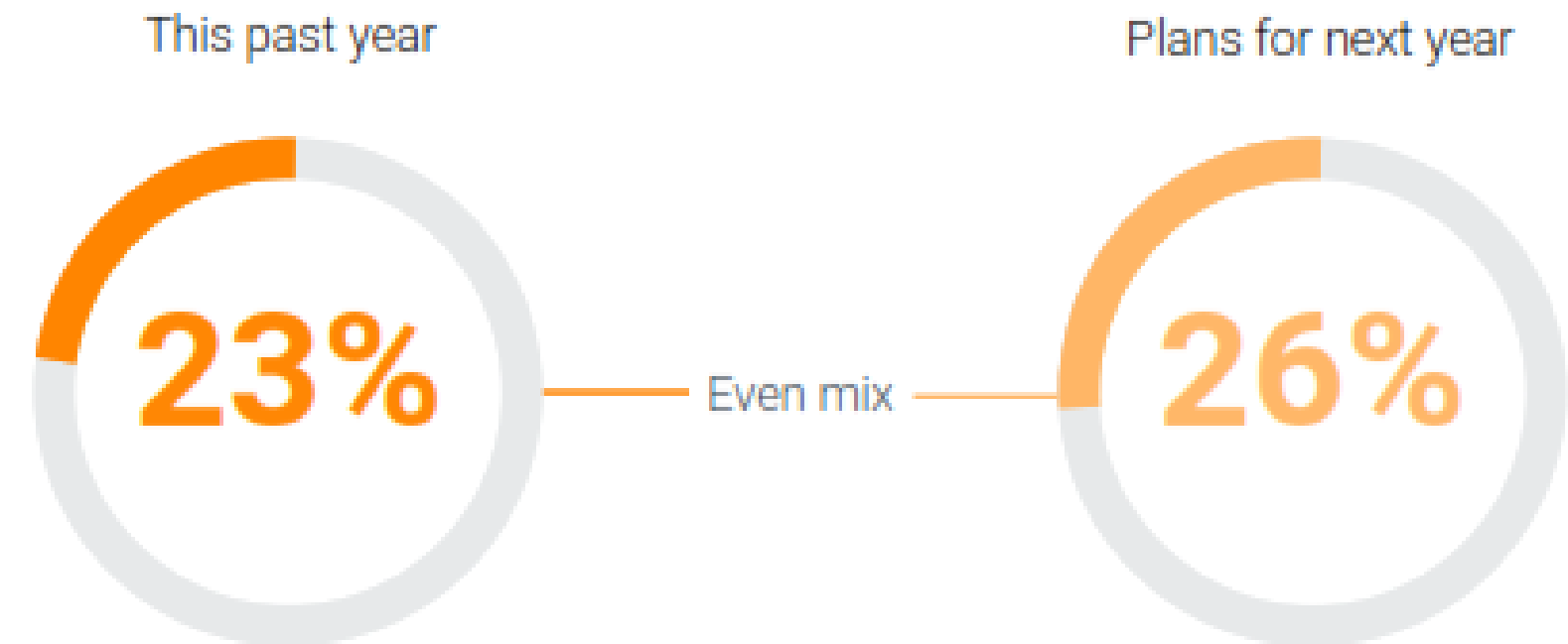
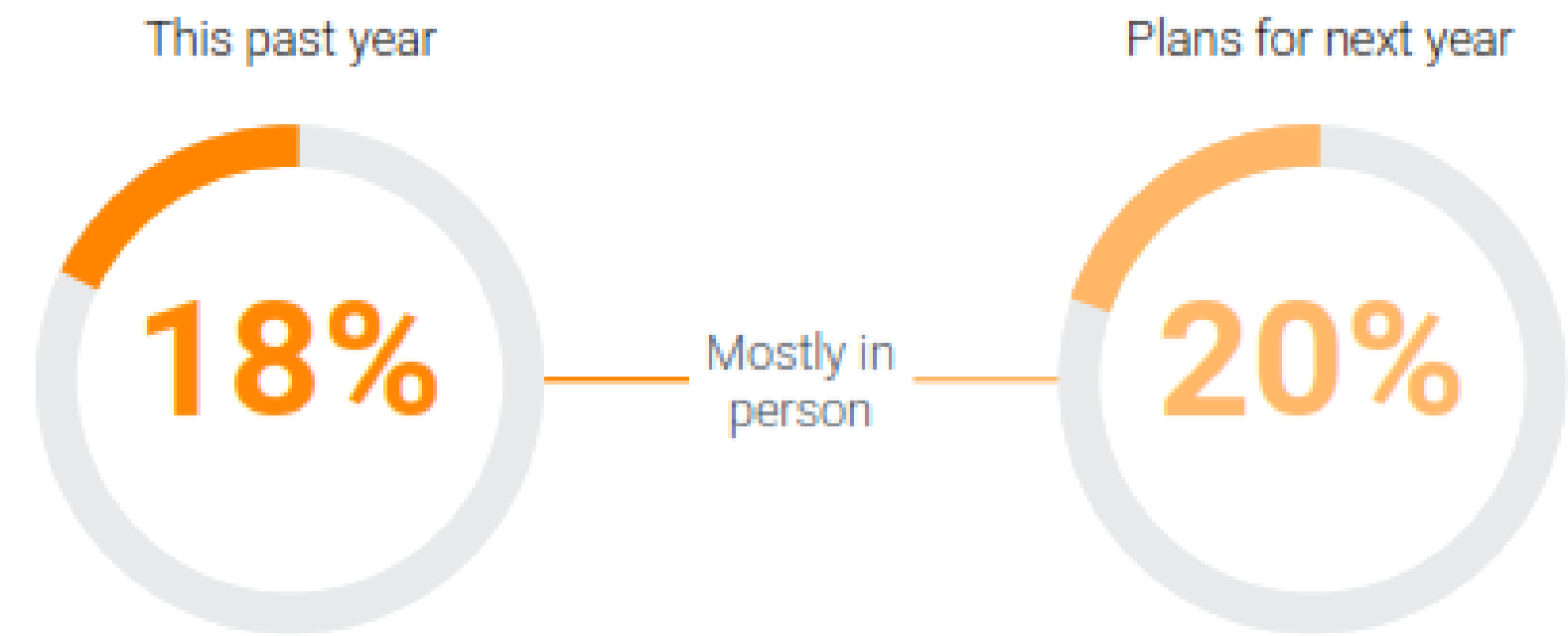



3 Virtual is here to stay.

Pros continue to show enthusiasm for getting back to in-person events while Members still indicate a preference for mostly virtual.

In 2021, younger generations slightly shifted the overall preference toward in-person engagement, but expectations did not reflect reality. Members report engaging mostly virtually in the past 12 months.

This year's findings also indicate a higher than 2021 preference for in-person events, but that shift is now driven more by older Members. Nearly half of Members report planning to engage mostly virtually, and a quarter of Members plan to engage through a combination of in-person and virtual. Over the next year, 74 percent of Members plan to engage with organizations virtually.



- 
- Preference for virtual
 - In-person must be unique
 - Mobile first
 - Flexibility



Event attendance



Advocacy



Volunteering



Community building



Social Media engagement



Content

- What puts our chapter front & center in member's professional life?
- What does our data tell us about how they engage?

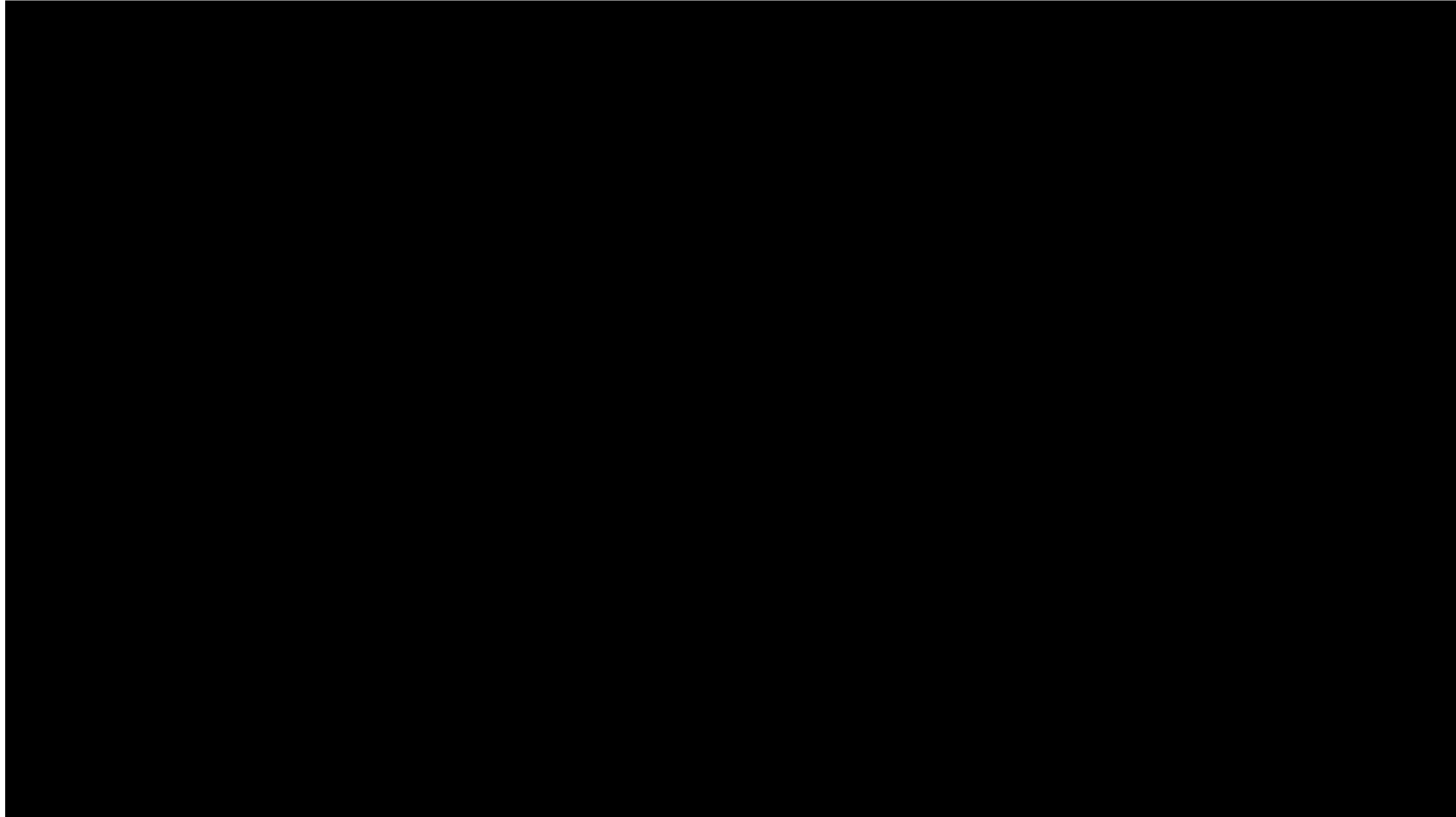




Let's build your engagement continuum

- ✓ Content
- ✓ Social media
- ✓ Connection building
- ✓ Activities (beyond events)
- ✓ Small volunteer tasks

CHAPTER WEBSITE PROJECT



NIGP Chapter Webhosting Top 4 Features

1. Chapter has **complete freedom to add/edit the content** on the site
2. NIGP syndicates content so **chapters are free from advertising NIGP happenings and events** to their membership
3. **Robust support** with a full library of support documentation and videos plus access to Club Express support team with quick response time
4. **Robust Events Module** with customized credit tracking specific to our NIGP Chapters

NIGP Webhosting

LAUNCHED!

- IAPPO
- TAPP
- RMGPA
- SE Louisiana
- Copper
- El Paso
- Tampa Bay
- Missouri
- Washington State
- Northern CA
- Dallas Ft. Worth

LAUNCHING SOON

- OPPA

ENTERING DEVELOPMENT

- Central Ohio
- Iowa
- Georgia
- Middle TN

COMMITTED

- 14 Chapter

Check out Live Sites

Tennessee Association of Public Purchasing

<https://www.tappnews.com/>



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

Rocky Mountain Governmental Purchasing Assn

<https://rmgpa.org/>



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

NIGP

A rowing team of seven members, seen from behind, are lifting a long, sleek white rowing boat (sloop) onto a wooden dock. They are standing in a line, each holding a part of the boat's frame. The scene is set at sunset, with the sun low on the horizon over a body of water, creating a warm, golden glow. The background shows a line of trees and a clear sky. The text "Vibrant Leadership" is overlaid in white, with a thin white line underneath it.

Vibrant Leadership

Diversity, mix of new & returning leaders, leaders in the wings

How's your volunteer system?

Is your leadership team diverse?

**Are you constantly refreshing the board?
Are 50% new or in 1st or 2nd term?**

**What percentage of your members are engaged in volunteering?
>10% or <10%**

Do you have a pool of members engaged in volunteering outside the board?

Do you have committees? Project groups? Ad-hoc roles?

Does the board challenge itself?

Does the board demand of itself effective practices e.g. data, strategic plan, budget, guiding principles?

Does the team know your member – from listening to and tracking engagement?



What would you change
about your volunteer
structure?

A red pawn stands on the left, and five yellow pawns stand in a row to its right. They are on a wooden surface against a blurred grey background.

Leadership succession
is a VERB

Not a noun, not a plan

Member engagement & onboarding strategy!

Create the volunteer picture ...



Committees
& Teams



One-time



On-going
(short-term)

GET INVOLVED. GET CONNECTED.
[Small Ways & More]

ONE TIME OPPORTUNITIES

- Greet attendees at events
- Help registration check-in at events
- Write blog post or article for Webnotes
- Present at a chapter event
- Host a chapter event

TEAM OPPORTUNITIES

- Serve on a committee
- Join the Writers Pool (e-team)
- Assist the Social Media Pool

LEADERSHIP OPPORTUNITIES

- Serve on the Board (1 yr.)
- Chair PRSA Maryland Conference (9-12 mos.)
- Chair Best In Maryland Awards (9-12 mos.)
- Serve as Education Liaison to PRSA Chapters (1 academic yr.)

ONGOING OPPORTUNITIES

- Serve as a judge for awards
- Call new members to welcome them to the chapters
- Review content for website or social media
- Become a mentor or APR coach
- Serve as a topic expert/speaker
- Be a [PR]Tweeter

Ready to Get Involved or Learn More?
Reach out: info@prsamd.org or 443-283-8060 or visit www.prsamd.org/get-involved



Red Carpet Committee

Hire the search party ...

Create a Member Engagement Committee (or team)

- Interview members – “getting to you know you”
- Help them map their way to volunteering



FOMO: Sell
the fun &
work of
volunteering



Mentor emerging leaders

- Invite them to meet other leaders
- Give them a virtual tour
- Ask them to join you for a board meeting

Let's build your volunteer map!

How can I engage more
members in our work
through less formal
volunteering?

GET INVOLVED. GET CONNECTED.
[Small Ways & More]

ONE TIME OPPORTUNITIES

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LEADERSHIP OPPORTUNITIES

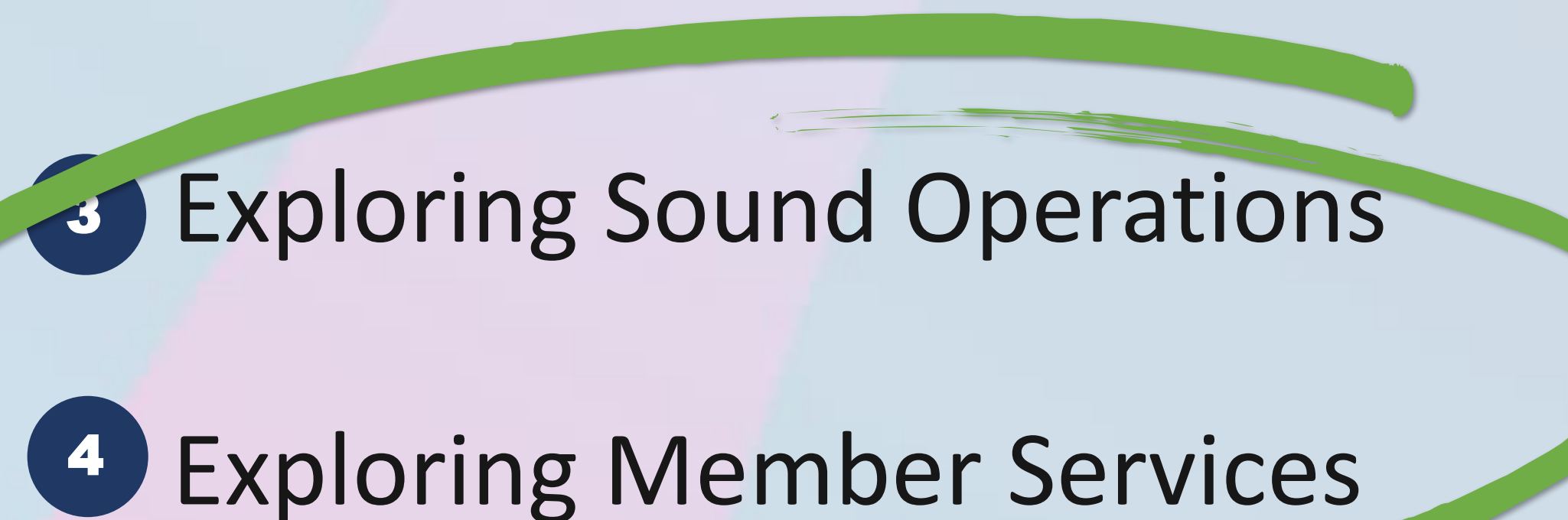
- Serve on the Board (1 yr.)
- Chair PRSA Maryland Conference (9-12 mos.)
- Chair Best In Maryland Awards (9-12 mos.)
- Serve as Education Liaison to PRSSA Chapters (1 academic yr.)

ONGOING OPPORTUNITIES

- Serve as a judge for awards
- Call new members to welcome them to the chapters
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Our Flow

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 - 2 Exploring Leadership Success
 - 3 Exploring Sound Operations
 - 4 Exploring Member Services
- 

A vintage black rotary telephone is positioned on a rustic wooden surface. The phone has a classic design with a circular dial in the center, a coiled handset cord on the left, and a separate base. The background is a solid dark blue-grey. The text "Who you gonna call?" is superimposed over the center of the phone's dial.

Who you gonna call?

Chapter Ambassadors

Connecting NIGP and Each Chapter!

- Share the latest NIGP member benefits, educational opportunities, resources, and tools.
- Hear what chapter members and leaders need from the Institute and address questions

How?

- Annual Virtual Visits & In-Person Visit every other year
- Meeting with Chapter Board
- NIGP Presentations and/or hosting an NIGP Booth
- Connect Anytime with Questions



Learn more: <https://www.nigp.org/chapters/chapter-ambassador-visits>

NIGP Staff: Your Resource

- Jennifer Steffan jsteffan@nigp.org – Chapter Relations
- Karen Robinson krobinson@nigp.org – Hosting an NIGP Course
- Chanda Taylor Carpenter ccarpenter@nigp.org – NIGP Education/Scholarships
- Diane Daly ddaly@nigp.org – NIGP-CPP Certification
- Ronni Levine rlevine@nigp.org – NIGP Webhosting
- Customer Service customercare@nigp.org

✓ Learn more: <https://www.nigp.org/contact-us>

Chapter Online Resource Library

- Annual Reporting Forms
- Governance – bylaws, SOPS
- Financial Management – internal check list, record retention
- Membership – brochures, scholarships, recognition engagement
- Marketing
- Events and Conferences – sponsors, RTS, pro-d events
- Legal, Tax and Insurance

**Share Your
Chapter
Documents!**

✓ Learn more: <https://www.nigp.org/chapters/chapter-ambassador-visits>

Chapter Subject Matter Experts

Leaders with designated expertise in the area you need support!

Support those struggling in specific areas of Association Management:

- Governance
- Bylaws, Policy and SOP's
- Finance
- Legal
- Operations
- Volunteerism
- Event Planning
- Membership

Work with you to develop goals and measurements for improvement while providing recommendations on outcomes and timelines.

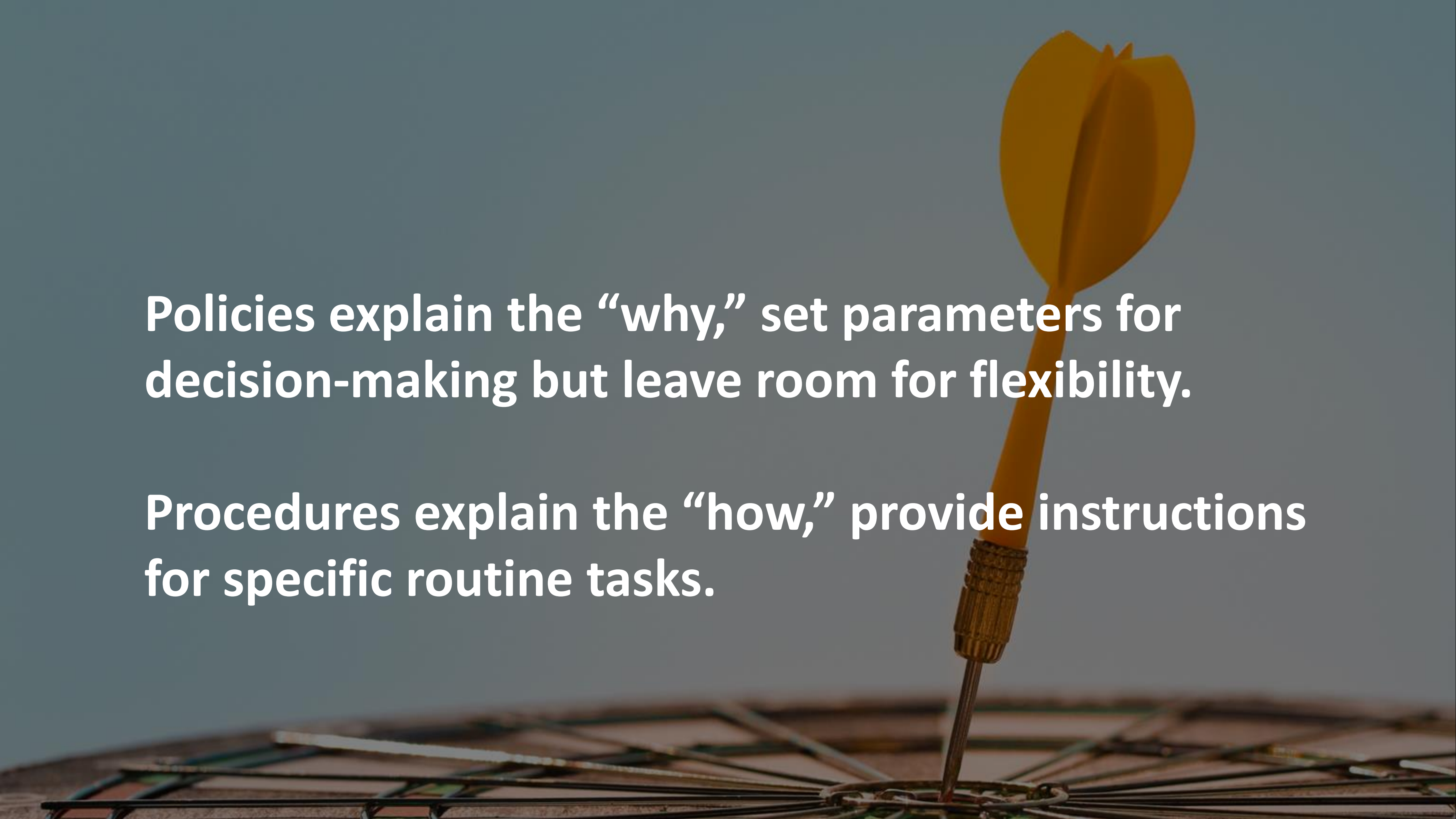


Watch for more details coming soon!



Doing the right things ... well

policies & procedures | tracking & reporting key metrics

A close-up photograph of a yellow dart with a silver-colored barrel and a sharp point, having just struck the bullseye of a target. The target is made of a woven material with concentric rings. The background is a soft, out-of-focus grey. The text is overlaid on the left side of the image in a white, sans-serif font.

Policies explain the “why,” set parameters for decision-making but leave room for flexibility.

Procedures explain the “how,” provide instructions for specific routine tasks.

How's your operations? Do you have ...

Monthly financial
& membership
reports

Positive operating
cash flow

On-time accounts
payable

Meet net income
budget goals

Operate &
maintain
membership
database

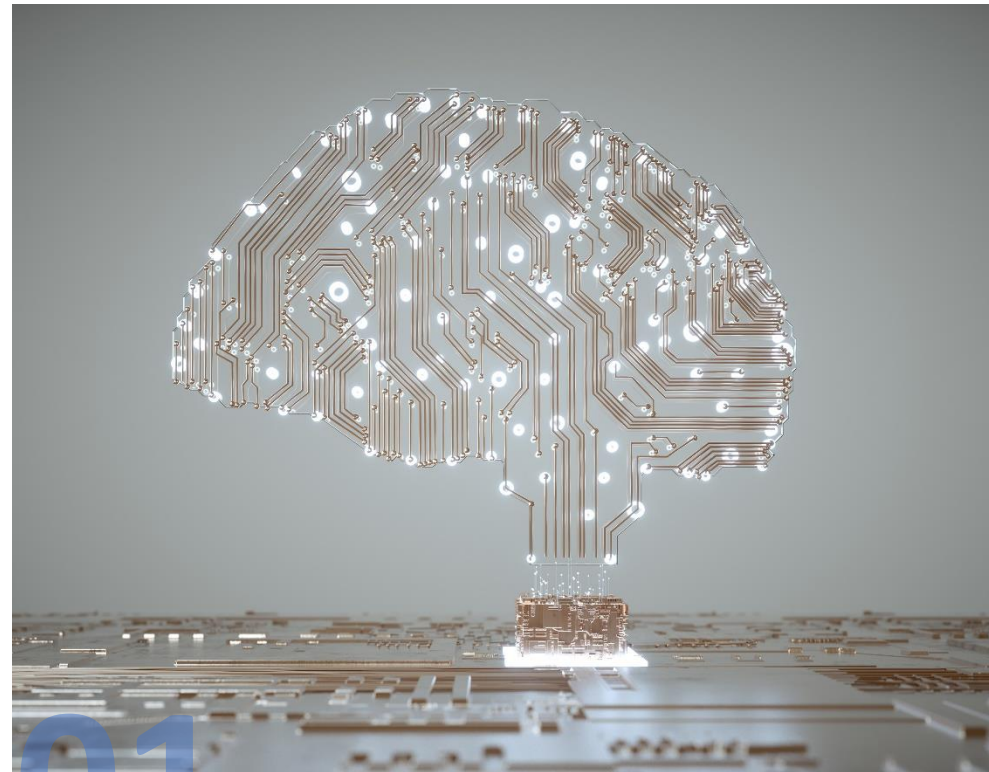
Track registration
by individual and
event counts

Meet
programming
schedule

Metrics that **Matter**

- ✓ **Membership numbers**
- ✓ **Engagement:** volunteering, attendance, participation
- ✓ **Satisfaction:** overall, NPS
- ✓ **Program evaluations**
- ✓ **Financial goals**





01

DATA SYSTEM

Tracks

- Membership
- Member engagement
- Registrations/attendance
- Purchases

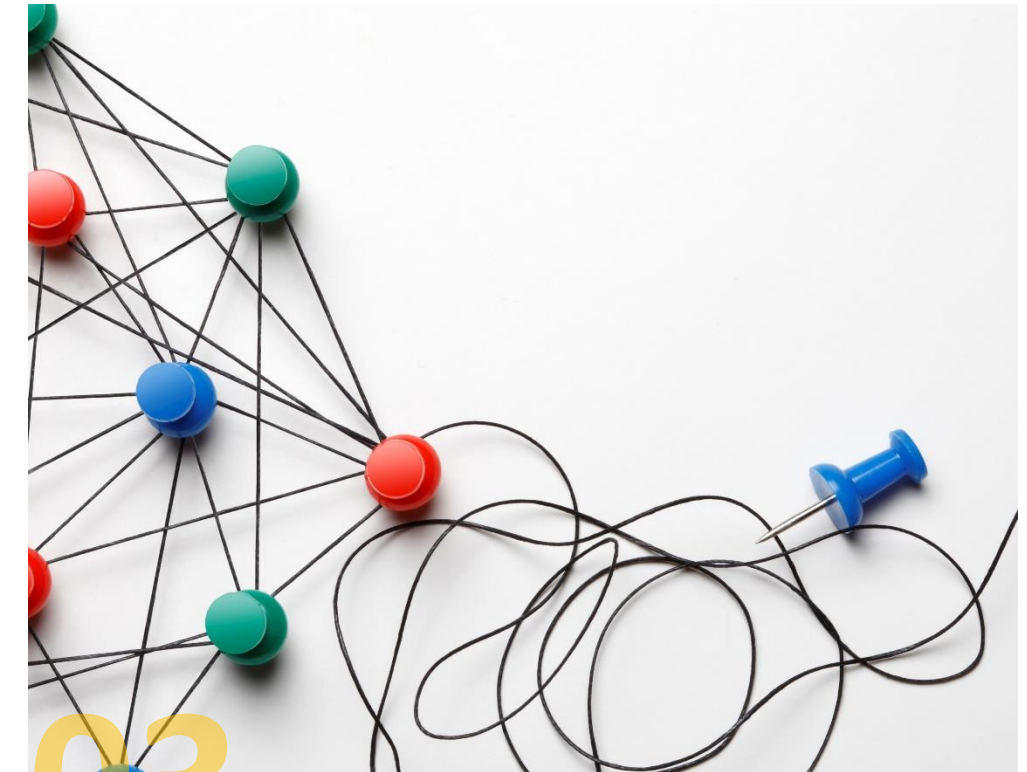


02

FINANCIAL SYSTEM

Supports

- Financial reports
- Annual budget
- Compliance IRS/state



03

COMMUNICATIONS SYSTEM

Provides

- Email/Website/Social channels
- Member connections
- Member feedback
- Contact us

Reflect ...

Are our monthly reports
(membership/finance)
giving us the
information we need to
make decisions?

How easy is it for
members to access our
offerings, register for
activities and contact
the chapter board?

How easy is it for
members to help us
with chapter activities?

Do we have a member
profile?



Change the questions

- Who's coming to events? Who isn't?
- What's different about those attending vs not?
- About the events?
- How else are members connecting?

Harness the power of data

- Registration data > **develop a profile**
- Communications tracking > **did your message get through?**
- Industry data > **id emerging issues**



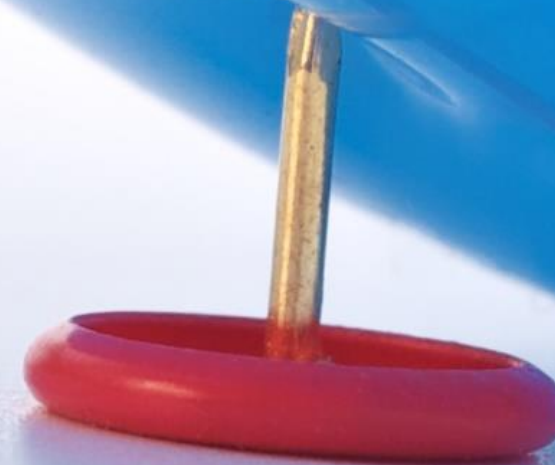


- *“make data based decisions and not to fear emotional opposition”*
- Observe competitors but forget competition
- Do not focus on the product
- Embrace experimentation

Andy Grove, Intel

Avoid the pitfalls

- ✓ Rarely consider more than 2 options (the 'whether or not' syndrome)
- ✓ Blinded by short-term emotion
- ✓ False sense of certainty



War, Ooch, Priorities

Follow the lead of *Decisive** ...

- ✓ **Widen your options** (vanishing options test)
Attain distance (10/10/10 analysis)
Reality test (test drive)
- ✓ Encourage the OOCH
- ✓ Enshrine priorities = more consistent & less agonizing decisions



**Decisive: How to Make Better Choices in Life & Work*, Chip & Dan Heath

Empower your board

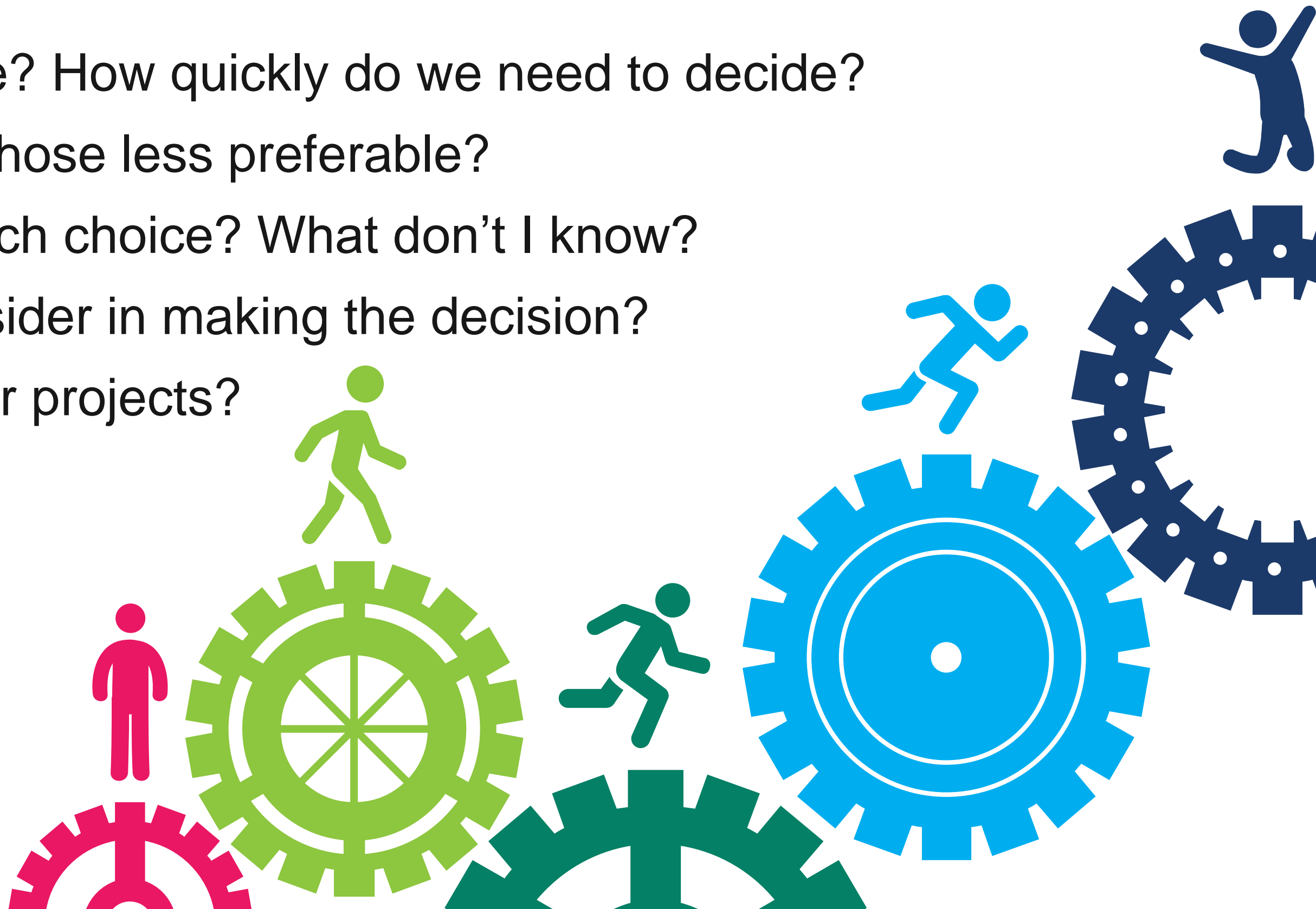
- Orienting
- Training
- Better board meetings
- Counter attention fatigue



Powerful questions

Get the gears moving ...

- What decisions do I need to make? How quickly do we need to decide?
- What are my options – including those less preferable?
- What are the pros and cons of each choice? What don't I know?
- Are there any rules I need to consider in making the decision?
- How will this decision impact other projects?
- What's my plan B?
- *Replace should with could!*





It's about the member

Connecting to needs & drivers

A young girl with dark hair and a white shirt is shown from the chest up, with her eyes closed and a gentle smile. She is positioned in front of a dark chalkboard. On the chalkboard, there are several white chalk drawings: a large rocket ship with a circular window and a small antenna, a star with motion lines, and a large, faint outline of a person's head and shoulders. The overall scene suggests a creative or educational activity.

Draw members into the process

- Surveys
- Online collaboration (Padlet, Jamboard)
- Whiteboards
- Polling
- ??

Hosting NIGP Courses

Design your training schedule today!

- Courses range from a half day to three days
- In-person & Virtual
- Customizing available!
- Quarterly call for ProD's
- Full support available
- NIGP can assist in surveying your member's needs!

✓ Learn more: <https://www.nigp.org/chapters/host-an-nigp-course>

NIGP

EARN MONEY FOR YOUR CHAPTER

Hosting NIGP courses can be a revenue generator for your chapter. For every course hosted, NIGP will pay **10% of the course's gross revenue to the chapter!**

Chapter Ambassador Visits



NIGP Chapter Ambassador Visits

These meetings between chapters and their NIGP Ambassadors provide chapter members with an opportunity to learn about the latest NIGP member benefits, educational opportunities, resources, and tools. The Ambassador meeting also allows chapter members and leaders to ask questions and discuss the support they need from the Institute.

During Ambassador visits, chapter leaders can share success stories, governance issues, and more. Once the visit is confirmed with the NIGP Chapter Relations Manager, we encourage you to reach out to the Ambassador to discuss the visit as it pertains to the topic of presentation and time with your chapter. When scheduling, please allow ample time for the Ambassador to present to your membership and meet with your Board. We request scheduling a minimum of one hour for an Ambassador visit.

NIGP Content Presentations

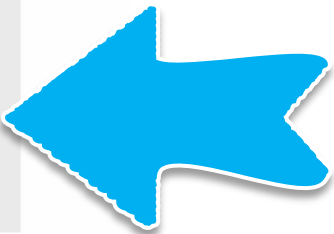
Choose a specific topic presentation to bring to your Chapter! Request an NIGP staff member to speak to your chapter about Pathways, NIGP-CPP, Workforce Development, and more. Presentations from members of the NIGP Business Council cover a wide-range of topics such as Disaster Recovery, Supplier Diversity and COVID's Impact on Manufacturing, to name a few. Click on the box to the right see full a full list of presentation topics and descriptions from NIGP Business Council members.

Once you have decided on they type of engagement you want, please fill out the “Request a Visit” and you will be contacted about further coordination.

Request a Visit from NIGP

Chapters can request an in-person or virtual visit. Once we receive your request, the visit will be coordinated by a member of NIGP staff.

REQUEST A VISIT



Content Presentations

for Chapter Visits

VIEW TOPICS AND
DESCRIPTIONS



Chapter Visit Form

Chapter Name *

Chapter Event you are requesting visit for: (conference, monthly meeting, etc.) *

Type of Visit Requested *

☐ In-Person ☐ Virtual ☐ Hybrid

(NIGP will work to accommodate your request but no guarantees with availability and funding)

Estimated # of Attendees

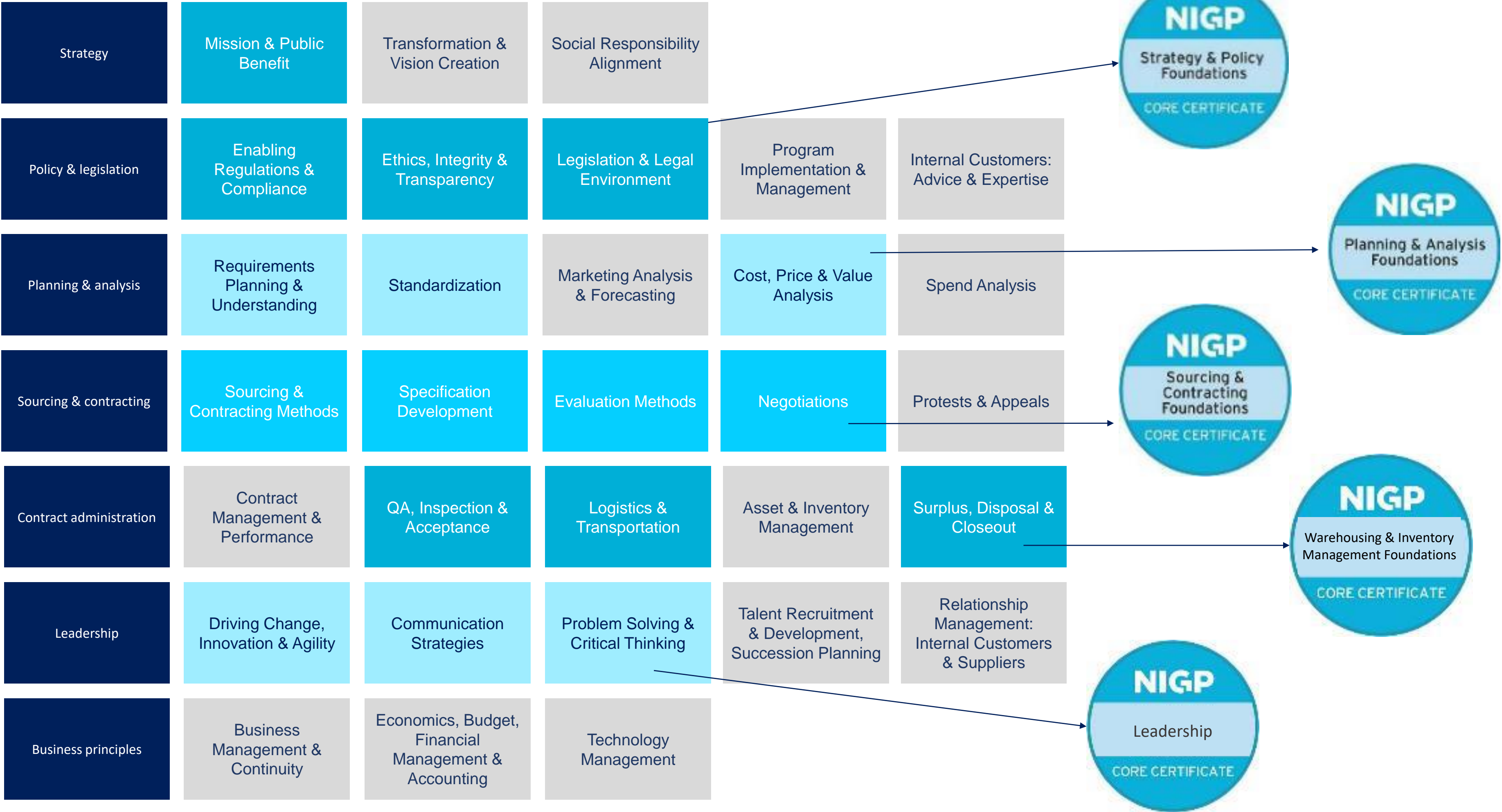
Check the box for the person and topic you are interested in attending your Chapter event/meeting
(Rank your choices in order of preference)

	First Choice	Second Choice	Third Choice	Fourth Choice
Chapter Ambassador Visit (NIGP Membership, Pathways, NIGP-CPP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NIGP Business Council Presentation – (Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Competency Modules and Core Certificates

7 Focus Areas

33 Competency Modules



Content Requests/Questions:

Director of Content Research and
Design



Chanda Carpenter



ccarpenter@nigp.org

Let's design! Create an activity.

Guiding questions

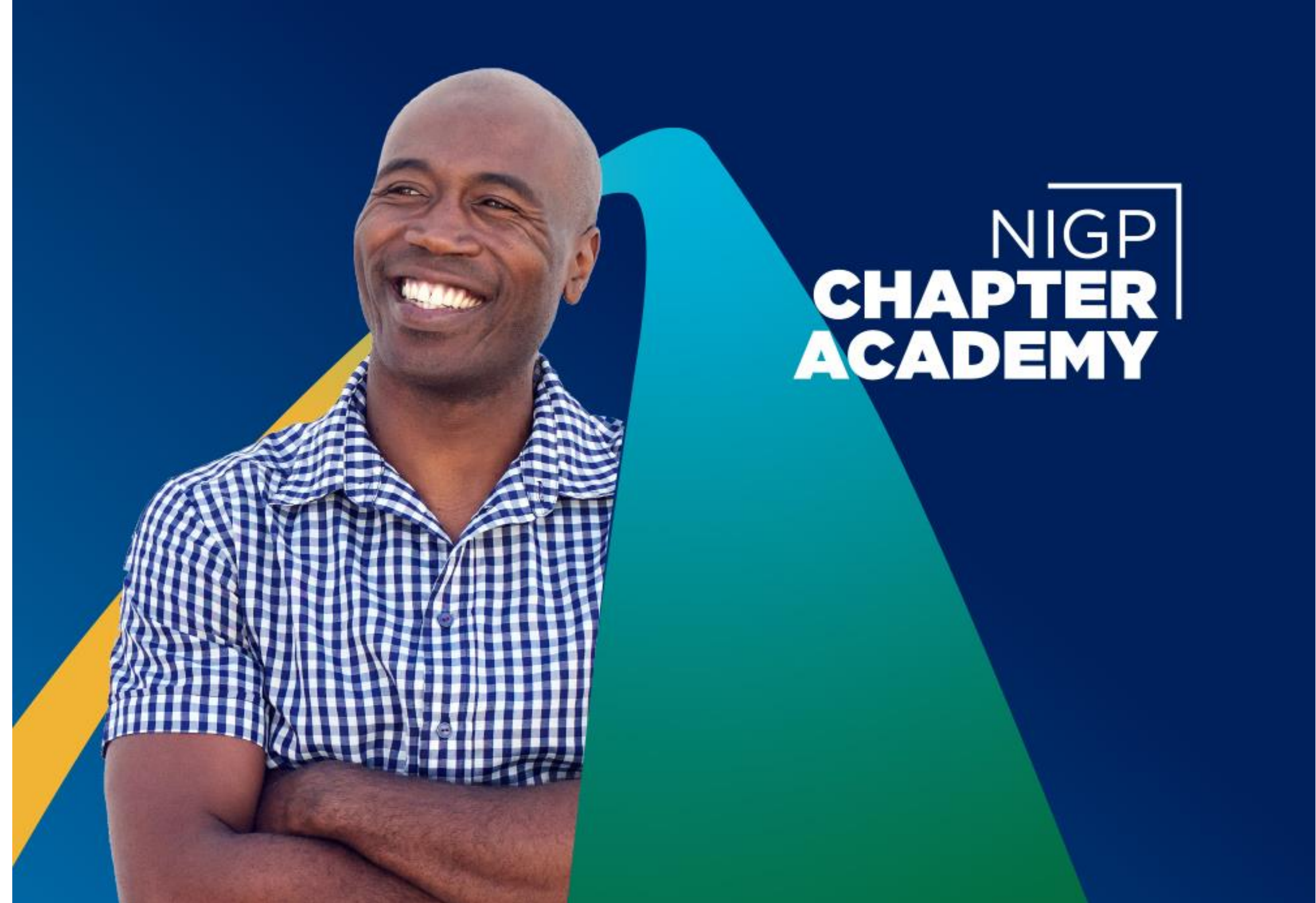
- Did we lose audiences?
- How can we meet new audiences?
- Who should we set as our priority to explore and get to know better?
- Who can we collaborate with?



Delivering NIGP Education to Chapter Members for Free

FIRSTNAME LASTNAME

Title Placement Reference



Delivering NIGP Education via Chapter Events

- **Idea:** Would you be interested in NIGP via Sourcewell scholarship funds, bring NIGP educational learning opportunities to chapter members via Chapter Events in spring or fall 2023
- **Format:** Two to choose from
 1. NIGP would use a plenary speaking slot and deliver content to ALL attendees via the main stage
 2. NIGP would have a 2-hour breakout session during the event to deliver deeper learning programming. CEU credits may apply