

NIGP Chapter Pro-D Call

October 2023

Elevating the profession,
accelerating your performance.

Agenda

- Institute Course Calendar - Review
- Chapter Learning Giveback Program
 - Payment Process
 - Marketing
- In-Person Classes

Institute Course Calendar - Review

The NIGP Institute Course Calendar provides learners with an intentional schedule of virtual courses within an annual calendar...

- ✓ Allows the learner to plan and budget their professional development on an annual basis with access to the Pathways Portfolio
 - ✓ NIGP Members can **save 20%** off standard registration fees when registering 60+ days in advance of the course
- ✓ Supports NIGP's [Concierge Program](#) which develops a long-term career/professional development plans for the learner and an overall professional development and succession plan strategy for the entity



WHAT'S THE 60/20 RULE?

It's simple. When NIGP Members register 60 days in advance for an upcoming course, you'll receive a 20% discount.

**That's right.
Register early and save.**

How does this affect chapters?

- Chapters Can *Continue to Schedule both Virtual and In-Person Courses* for their Membership
 - Chapters can continue to host courses, whether in-person or virtually. For virtual classes, the chapter will consult the Institute calendar to plan their professional development activities for the year, avoiding already scheduled dates for the same course.
 - *However, if NIGP has the same course already scheduled near or on the date the chapter is requesting, NIGP is willing to give that date to the Chapter.*
 - *Easiest way to search the Institute Calendar is by month (under Learning/Courses/Courses by Month)*
 - Chapters will continue to earn the 10% rebate from gross revenues for both virtual and in-person courses that they host as well as 5% for those members identifying with their chapter for the Institute hosted courses.
 - Chapters that choose not to host courses can still earn money by promoting the course calendar to their members!

Chapter Learning Giveback Program

The **Chapter Learning Giveback Program** is designed to give the chapters the opportunity to **earn 5%** on registrations for Virtual Courses scheduled and hosted by the Institute if the registrant:

- *Identifies themselves as a member of the chapter when registering*
 - *Drop down box includes all chapters for online registrations*
 - *Write in space for fill-in, email or fax registration forms*

To be successful, Chapters should educate their members on this new program and encourage them to identify themselves as a member of the chapter when registering. To aid in this process, NIGP has adjusted the “none” option to appear at the bottom of the list during the registration process, to push them to actively look for their chapter at the time of registration online.



**NIGP LEARNING
GIVEBACK PROGRAM**

NEW! Your chapter can earn money.

For every NIGP Member that registers for a NIGP-hosted course and identifies themselves as a Member of your Chapter, NIGP will give back 5% of gross revenue for each registration.

Chapters - let your Members know so your chapter can earn money from the Giveback Program on a quarterly basis.

Payment Notifications

- **How do we know if we earned funds via the Giveback Program?**
 - We have just completed the Q1 assessment on this program. Chapters who earned funds were notified by email by Carrie Winter of the total amount earned.
 - Notifications will be sent to the chapter treasurer after the end of each quarter.
- **Q1 results:**
 - NIGP paid out nearly \$3000 across 41 chapters
 - Lowest amount was around \$10 with the most being over \$200
 - 14 was the highest number of registrants affiliating themselves with a particular chapter
 - 328 total students registered for Institute courses
 - 177 identified their chapter when registering

Payment Process

- **How does the chapter get paid?**
 - Payments will be made after you receive notification by direct deposit.
 - If you don't already have ACH set up with NIGP, you should will receive an email from our bookkeeper, Tu Dent, to provide the Chapter's banking information.
 - For Q1 payments, if you received the email request and haven't responded, please respond ASAP so we can issue payment. If you were notified that you received funds and did not receive the email, please let me know.

Marketing

- Tips to maximize attendance and revenue:
 - Chapter Newsletter
 - Take advantage of your monthly newsletter to showcase upcoming classes
 - Chapter Website
 - Be sure the links are working and the information is up-to-date
 - Chapter Meetings
 - Use this opportunity to get the word out
 - Social Media
 - Our most successful chapters are using their social media platforms to engage participants throughout the US
 - Partner with Chapters
 - Reach out to chapters near you to team up and schedule classes and engage their members

In-Person Meetings

- Open discussion
 - Thoughts from you: Why are Chapters not scheduling as many in-person meetings?

