

**ACADEMY**

**WELCOME BACK**

**NIGP  
LEADERSHIP  
SUMMIT 2024**



# ***Unfolding our Journey***

NIGP  
**LEADERSHIP  
SUMMIT**2024

**1**

## **Getting To Know Each Other**

- Polls
- Intros
- Contest

**2**

## **Decoding Member Engagement**

Exploring why (benefits)

**3**

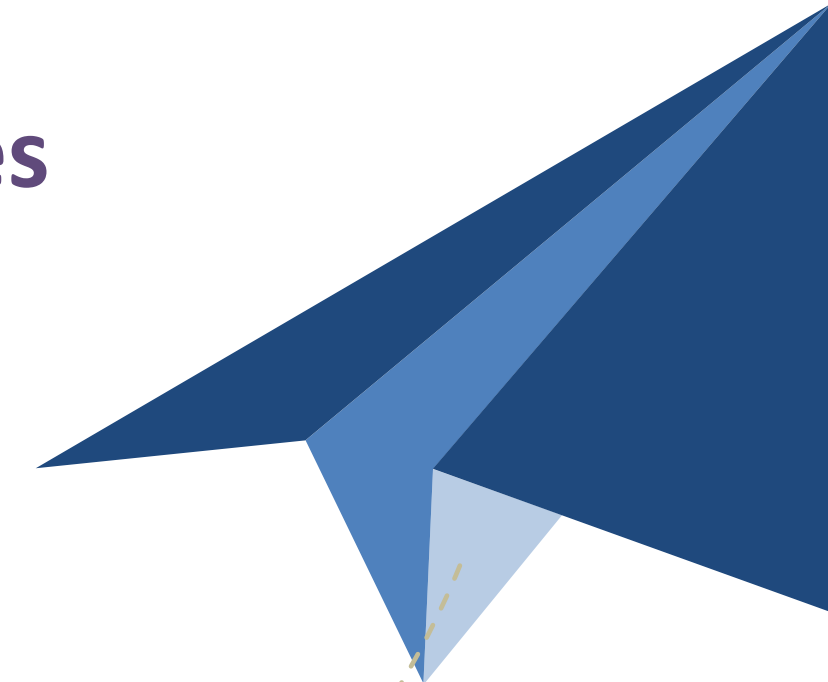
## **Ramping your Member Services**

Exploring the what (features)

**4**

## **Webinars**

Continuing the learning & networking 3/36 and 4/23





Fact about  
the product  
or service.  
**What it IS.**

Obtained when  
the feature  
meets the need.  
**What it DOES.**

Solution sought  
by member.  
**What they  
NEED.**



*What's your ...*

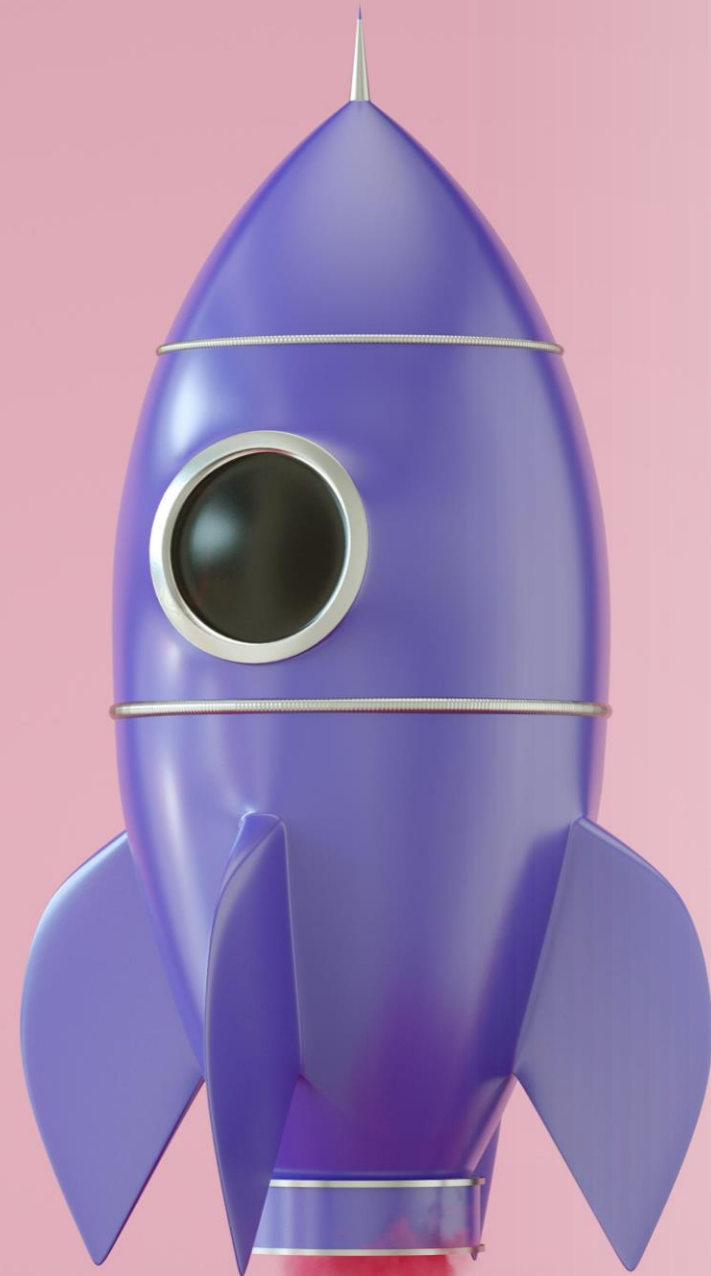
- **Networking Goal**
- **Learning Goal**

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

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Translates to retention, acquisition & awareness



# Chapter Dashboard

**Leadership**

**Member  
Engagement**

**Portfolio of  
services**

**Operations**

## NIGP Chapter Dashboard

[Chapter's Setting](#) → [Leadership](#) → [Operations](#) → [Member Involvement](#) → [Member Services](#)

**Chapter \***

(select)



**Applicant \***

Peggy Hoffman

**Chapter Title \***

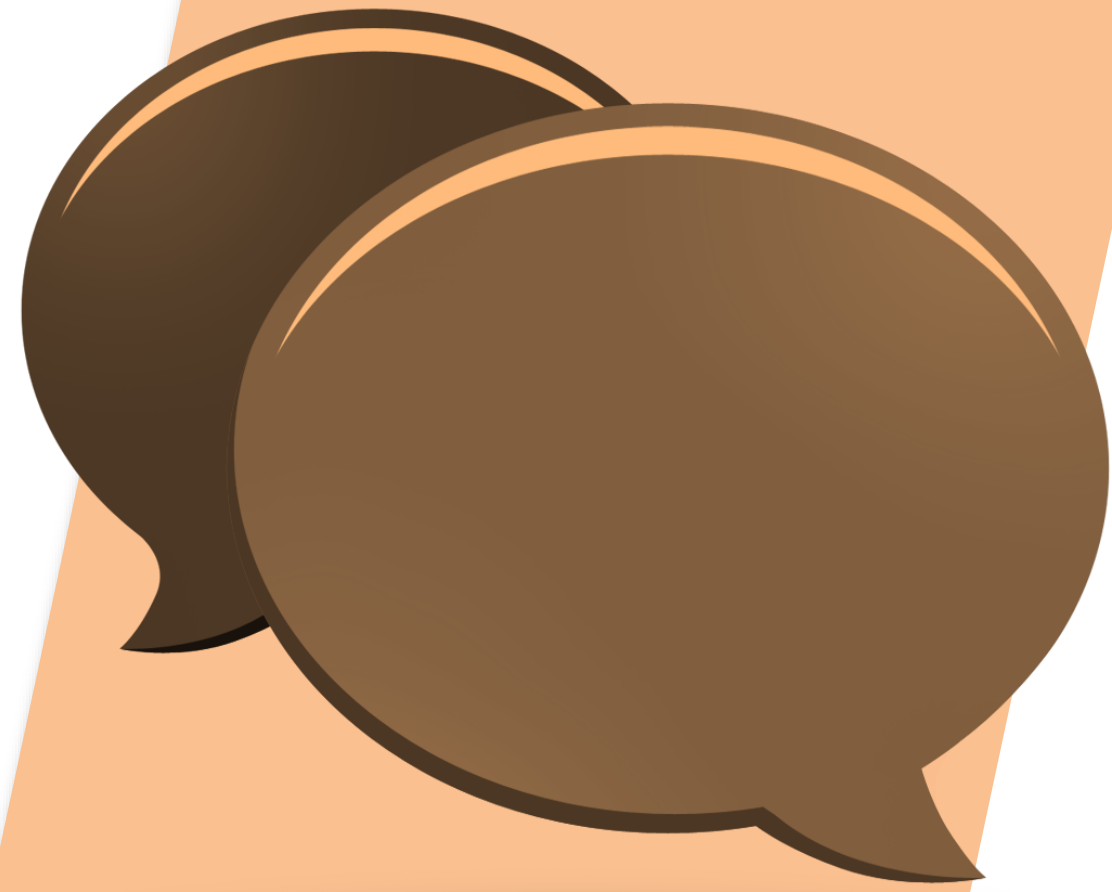
### What's Your Chapter Setting

Fill in the numbers for your chapter as best able and then complete the guiding questions. Back to dashboard.

✓ **Collaborate:** it's a team project!

✓ **NIGP handles calculation**

✓ **Change, update:** you can edit any time



**What is success for your chapter?**

**What outcomes matter?**



# Outcomes

**80%**

in at least one activity  
(*data*) or

indicate they feel they  
are active (*survey*)



belonging



# Connections & Access

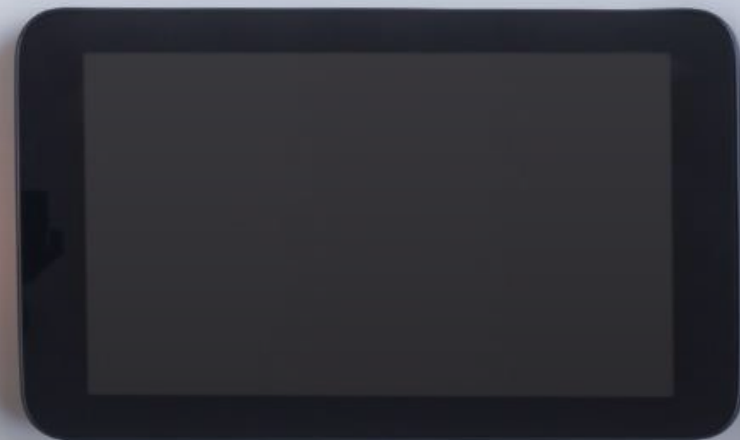
“They don’t start with selling you on the amenities... they sell you on the people you’ll have access to and how the membership will help you level up.”

Meagan Loyst

Gen Z VCs

*27,000 members from 80+ countries*

Mobile first





Virtual still part of the mix

# *Time factor*

- Less time in career
- Devoting less time





**What's your  
take-away?**

A network diagram is shown on a white surface. It consists of several pushpins, each with a colored bead (blue, green, yellow, or red) attached to its head. The pins are connected by a network of brown string, forming a web-like structure. The word "connector" is written in white, lowercase letters across the center of the image, partially overlapping the string and beads.

connector

**2019**

family member passed along posting; he was interested in making a career transition



gets hired



inherited NIGP membership so checks out a meeting; becomes regular

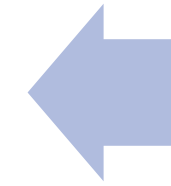


**2021**

hears about a career opportunity & lands a new job



attains CPPB & NIGP CPP



begins helping chapter comm with flyers & creates new logo > connecting to a interest of his



nominated for VP Education; his activity level really takes off



nominated for presidency

**2023**

"I always try to see people who are ahead of me and kind of model where they're at."

**Motivations:** Stem from combination of personal & professional development opportunities as well as desire to contribute to the success of the chapter

**2019**

graduates with BA & friend recommends a procurement specialist job



Hired (albeit a little uncertain)



it's interesting & wants to learn more – with nudging of her supervisor -- attends fall conference



**2020**

jumps headlong into learning (following the pathways); earns CPPO & NIGP CPP



**2022**

chapter needs a temp secretary to fulfill last 6 mo on term



finishes & opts to head back to engaged member role



focusing on education & networking

**2023**

"It was my first experience with any sort of conference ... so very first conference, very first, professional education course. I remember meeting a lot of people, I remember learning a lot of things and thinking, Oh, my God, what have I gotten into?"

**Motivation:** professional development & growth; involvement is a door to network with peers, learn from others in the field and prepare for future leadership roles

**2020**

laid off from a job she loved, friend directs her to job ad for buyer one



learns on the job that it's a match to the science side of her brain; spurred to learn more

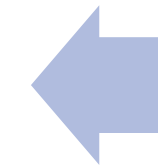


**2021**

attends chapter event & dives in



Scholarship allows her to go for certificate



Earns CPPB



serving on committees where she gets to do her first passion pastry for a meeting



**2023**

actively looking for next volunteer roles (treasurer anyone?)

**2022**

**Motivation:** mix of personal & profession development particularly mentorship which isn't always available on the job; finds satisfaction in giving back to the community; sees chapters as a way to advance her career & chances of getting better jobs. Volunteering bonus is the points which allows her to attend more education since PD budget is tight

I was always interested in learning. I got the workforce scholarship, I was able to do the core certificate, I got my PPA that designation from an IGP. And then I went for my CP PB in October of last year, and I passed it. So I started find myself.

# Ways to Get More Involved

## GEARING UP TO GET MORE INVOLVED IN AGC GEORGIA





- Use AGC logos on jobsites, RFPs
- Participate in awards programs

- Use AGC Georgia's Safety Team for safety audits
- Place AGC Safety First stickers on hardhats
- Enroll in safety courses

- Host student field trips on your jobsites
- Get active in workforce alliances
- Participate in CareerExpo & SkillsUSA competition (support or speak)
- Contribute monies for scholarships

- Classes, webinars, magazines, e-letters
- Tour Capitol with AGC Georgia during General Assembly
- Sign up to receive reports from AGC of America's economist



- **Contribute to the Foundation**
- **Volunteer to teach a class or serve on a panel program**
- **Offer your expertise on specific task force discussions**
- **Participate in the YLP's Charity Golf & Tennis Classic**
- **Volunteer to serve on a task force or committee**
- **Serve on the Legislative, Technology or Safety & Health Committees**
- **Help with a community service construction project**



What do we know about our members/profession?  
What don't we know?

# Get Involved\*



## Supporter

Short Tasks (couple of hours or less); little or no experience needed.

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Join the online discussions and read, post, reply; update your community profile; attend an event; respond to a survey; send a testimonial; send a letter or call your State representative

## AADE Champion

Short projects that take a little longer and may need some experience.

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Share a tweet or post on social media about us; recruit a new member; submit a blog post; join us for legislative day; host an event; attend a community outreach event; take & post event pictures; 1-day volunteer for our state or local event

## Subject Matter Expert

Demonstrate your expertise by creating, reviewing or presenting quality and relevant information. Requires time and relevant knowledge.

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Speaking, facilitating, moderating, session design; newsletter or blog writer or editor; mentor

## Thought Leader

Expand your impact by providing leadership in your area of expertise. Bring knowledge & experience and ability to commit a reasonable period of time (3-9 months)

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Serve on a task force, team or committee; lead a member community; plan and lead a local event

## Strategic Leader

Serve the organization as member of the leadership team. Requires a commitment of 2 or more years, relevant knowledge.

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Member of the board or other leadership role

\*You choose what works for you! Volunteering opens lots of doors: gain new skills, find leadership opportunities, build your resume, forge friendships or simply give back to the profession. Our Members make a difference to people living with Diabetes!



- Lack of virtual / short-term volunteering
- Never asked
- Jump through hoops
- Unclear goals or outcomes or process
- Lack of flexibility
- Poor use of my time



## Volunteer With ASM

ASM members are uniquely positioned to contribute to the mission of promoting and advancing the microbial community and science through a variety of volunteer opportunities—from speaking with legislators about the importance of funding research, to writing articles for [asm.org](http://asm.org), to serving on the Board of Directors. Explore all the options and find the right one for you.

- [Guide the Organization](#)
- [Shape the Science](#)
- [Build Community](#)
- [Advocate](#)
- [Train & Mentor](#)
- [Communicate Science](#)

Note that some opportunities have an application or nomination process and not all those who indicate interest will be chosen to participate.



AMERICAN  
SOCIETY FOR  
MICROBIOLOGY

# 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 PRSSA 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](mailto:info@prsamd.org) or 443-283-8060 or visit [www.prsamd.org/get-involved](http://www.prsamd.org/get-involved)



What's still going  
around in your head?



What are 3 take-aways?



What's squared away,  
ready to be used?



## **Your learning guide:**

**Peggy Hoffman, FASAE, CAE**  
Mariner Management

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