

# **NIGP Chapter Pro-D Call**

**April 2025**

Elevating the profession,  
accelerating your performance.

# Agenda

- Institute Course Calendar
- Chapter Learning Giveback Program
- Hosting Classes
- How to Be Successful
- Direct Deposit for Rebate Checks

- Institute Course Calendar

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# 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 any NIGP hosted course
- ✓ Supports NIGP's [Concierge Program](#) which develops a long-term career/professional development plan 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.**
    - *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

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# Chapter Learning Giveback Program

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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 FY 2025, Q1 and Q2 assessments on this program. Chapters who earned funds were notified by email by Karen Robinson of the total amount earned.
  - The next set of notifications will be sent to the chapter treasurer after the end of FY 2025 (June 30), for Q3 and Q4.
- **Q1 & Q2 results:**
  - NIGP paid out over \$7,000 across 56 chapters
  - Lowest amount was around \$10 with the most being over \$450
  - 26 was the highest number of registrants affiliating themselves with a particular chapter
    - 732 total students registered for Institute courses
    - 402 identified their chapter when registering

# Payment Process

- **How does the chapter get paid?**
  - After you receive notification, payments will be made by direct deposit.
  - If you don't already have ACH set up with NIGP, you will receive an email from Karen Robinson to provide the Chapter's banking information.
  - Once provided, our bookkeeper will process the rebate.

# 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

- Benefits of Hosting Classes

# Benefits of Hosting Classes

- Establish education opportunities for your chapter members to earn CEU's and gain contact hours
- Earn money for the chapter



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- Process for Hosting Classes

# Process for Hosting Classes

1. Visit the Chapter Page on the NIGP website
2. Click on the “Host a NIGP Course” tab
3. Use the tools on the page to help plan your chapter’s training calendar
  - ✓ Scroll down to view available courses by length of time
4. Once you have decided on which courses to offer, please refer to the NIGP Website’s National calendar to verify already scheduled courses. Then, complete a [course request form](#)
5. You will receive a confirmation that your course(s) have been scheduled
6. Communicate to your chapter members!
  - ✓ Marketing [toolkit](#) available
  - ✓ We can help market your courses! Contact us at [events@nigp.org](mailto:events@nigp.org) for assistance.

The screenshot shows the 'Host an NIGP Course' page on the NIGP website. The page is titled 'Host an NIGP Course' and features a navigation bar with links: DIRECTORY, ABOUT, ABBREVIATIONS, HOST AN NIGP COURSE, RESOURCES, AWARDS, CONTRIBUTIONS, LOCAL AGENCIES, and MORE. The main content area is divided into two columns. The left column, titled 'Hosting a NIGP Course for your Chapter', provides information about course scheduling and includes three steps: Step 1 (Sign a NIGP Chapter Seminar Agreement), Step 2 (Plan your chapter's training calendar), and Step 3 (Promote and market your educational plan). The right column, titled 'EARN MONEY FOR YOUR CHAPTER', lists four course options: 3 Day Courses, 2 Day Courses, 1 Day Courses, and 1/2 Day Competencies, each with a 'VIEW' button. A blue banner at the bottom of the page reads 'Bring NIGP's Coursework to your Chapter' and includes a 'SCHEDULE TODAY!' button.

# Process for Hosting Classes – Contd.

## Process:

- Submit Course Request Form
- Instructor Assigned
- Course scheduled and notification sent to the chapter Pro-D and the Instructor
- Marketing by the chapter should begin. Refer to the Marketing Toolkit on the website
- NIGP will also market the course

# Process for Hosting Classes – Contd.

- Confirming a course:
  - Virtual and in-person classes must have 12 registrants to confirm. Confirmation concessions for virtual classes are made on a case-by-case basis if the number of registrants is under 12.
  - Virtual classes that do not meet the minimum requirements may be canceled.
  - In-person classes that do not meet the minimum requirements will be transitioned to a virtual delivery.
  - NIGP will work with each chapter by notifying them of the low enrollment and prompting them to reach out to the membership before the class is canceled.

# Process for Hosting Classes – Contd.

- Once confirmed:
  - In-person courses are confirmed 30 days out
  - 2-3 weeks from the start date, NIGP will order materials to be delivered to the course coordinator at the address on the request form. Please email [events@nigp.org](mailto:events@nigp.org) if you do not receive the material 7 days from the start date.
  - All participants will fill out the participant information forms and will sign in on the sheet provided.
  - The **course coordinator** will mail all unused textbooks back to NIGP.
  - The sign in sheet and the participant information forms must be emailed to [events@nigp.org](mailto:events@nigp.org) within 24 hours.
  - NIGP can then verify the attendance and launch the post work for the attendees.
  - **Remember, allow plenty of time to schedule and market your in-person classes to ensure minimums are met.**
  - Virtual courses are confirmed 7 days out
  - The **instructor** will email the attendance record to NIGP within 24 hours of the course end time.
  - NIGP then has two business days to verify the attendance and launch the post work.
  - Once verified, NIGP will submit for the chapter rebate if applicable. In order to qualify for the rebate, there must be 12 confirmed registrants.

# What's holding you back?

Open dialogue...

- Let us know what obstacles might be holding you back from hosting courses.

- How to Be Successful

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# The Keys to Success

1. Engage the membership with a survey to see which courses are popular and which times are best
2. Remind them that Pathways content is YOU focused and that it enables them to custom design their professional development based on their unique career goals
3. Emphasize Pathways as an all-in-one integrated program that offers multiple paths for increased learning, enhanced competence, while getting recognition and showing career progression
4. Note the networking opportunities with other professionals while earning contact hours and CEU's

# Tips for Sending Emails

- Keep the email subject between 45-60 characters
- Keep the heading simple. Example, “Don’t miss [Insert Title] coming to your NIGP chapter soon!”
- Recommended send days are Tuesdays and Thursdays
- Analyze data to determine the best days and times to send emails based on your members’ habits



# Tips for Posting to Social Media

- Best days to post to social media: Tuesday, Wednesday and Thursday
- Best times: people are most likely to read your tweets/posts between 9am and 3pm
- Shorten links for Twitter – Go to <https://bitly.com/>, paste your link into the box, click shorten, and then copy that new bitly link to paste in your Twitter post

- Direct Deposit for Rebate Checks

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# Direct Deposit for Rebate Checks

- NIGP continues to work to provide direct deposit to chapters for rebate checks
  - If you have not yet signed up for direct deposit, please contact Karen Robinson at [krobinson@nigp.org](mailto:krobinson@nigp.org)
  - For those Canadian chapters, all rebates will be processed using echecks
- Highlights:
  - Receive money quicker
  - Money deposited directly into the chapter account
  - No need to manually deposit the check



