



# NAPTA Vision Meeting

Outreach Committee

# Agenda



Review Outreach  
Mission and  
Objectives



Revisit Goals from  
2019-2020



Current Challenges



Plan 2020-2021



Interface with  
Other Committees  
& Board

# Outreach Committee Vision & Mission

## Vision

- Increase awareness of NAPTA to potential members and future workforce.

## Mission

- Communicate the benefits of NAPTA membership to industry, educational institutions and vendors through activities and commonly available media.

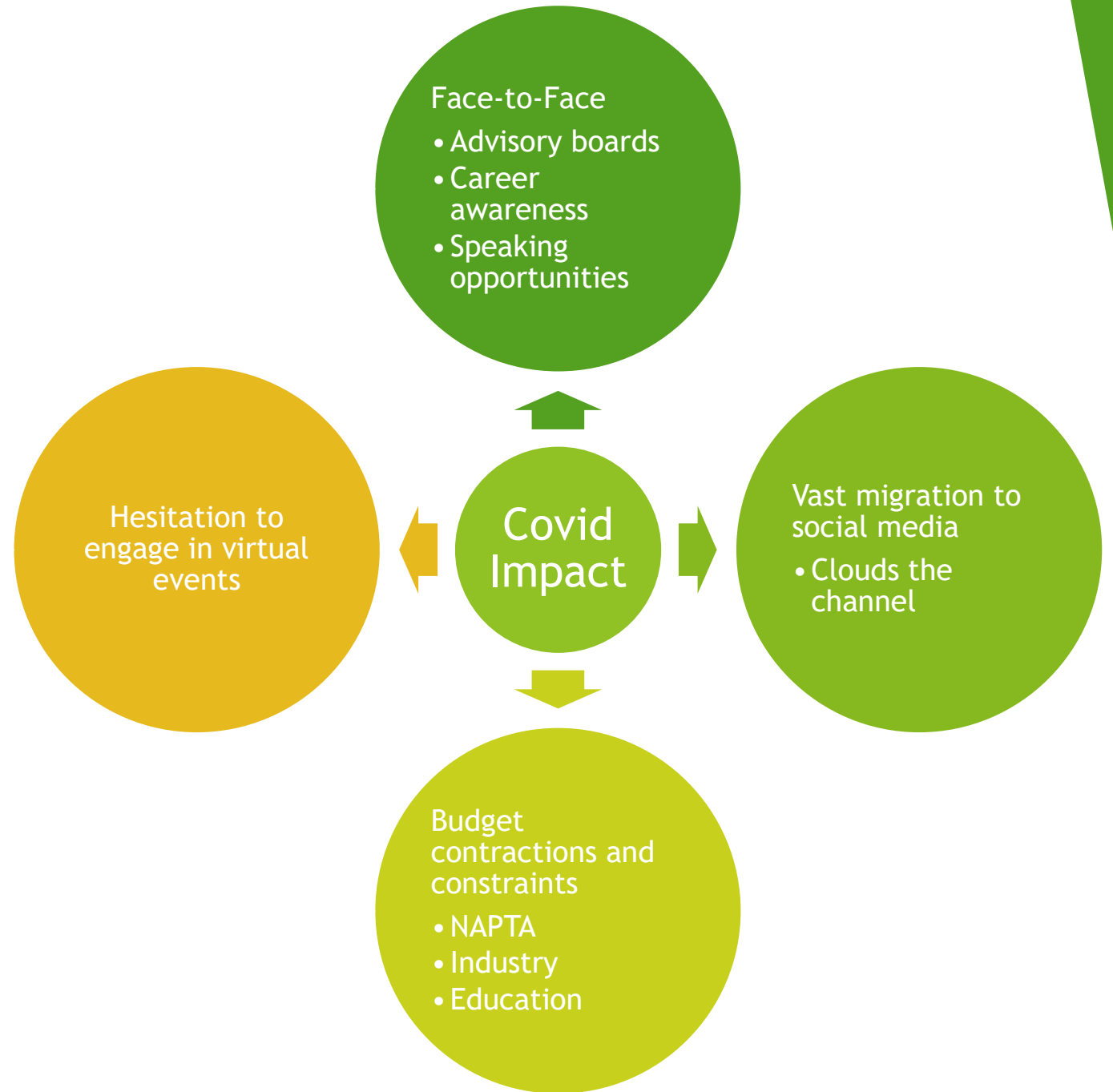
## Objectives

- Increase NAPTA membership and brand awareness
- Develop, maintain, and provide NAPTA promotional items
- Coordinate NAPTA participation in membership outreach activities
- Coordinate NAPTA participation in career awareness events

# Outreach Committee 2019-2020 Goals

| 2019-2020 Goal   | Alignment   | Status   |
|--|---|--|
| Committee Co-Chair   | NA  | Achieved (Joseph Zwiercan)   |
| Regular Committee Meetings   | NA  | Achieved   |
| 11 Events with 2 Veteran Events  | Coordinate NAPTA participation in career awareness events   | Interrupted (5 of 11)  |
| NAPTA Promotion <ul style="list-style-type: none"> <li>• Social Media Campaign</li> <li>• Update marketing               <ul style="list-style-type: none"> <li>• One Sheet (advisory boards)</li> </ul> </li> <li>• Advisory Committee Presentations</li> </ul> | Develop, maintain, and provide NAPTA promotional items<br><br>Increase NAPTA membership and brand awareness | Interrupted/In Progress<br>(Social Media Meeting with stakeholders, survey sent out, look at other postings) |
| Increase Membership <ul style="list-style-type: none"> <li>• Education</li> <li>• Industry</li> <li>• Vendor</li> </ul>  | Increase NAPTA membership and brand awareness   | Interrupted/In Progress  |

# Current Challenges



# Outreach Committee 2020-2021 Goals

| Objective   | 2020-2021 Goals/Action Items  |
|---|---|
| Increase NAPTA membership and brand awareness<br>Q3 (2020)                          | <ul style="list-style-type: none"> <li>• Social Media                             <ul style="list-style-type: none"> <li>• Incorporate more visuals</li> <li>• Targeted postings – increased rotation</li> <li>• Reaching out to other regions</li> </ul> </li> </ul>   |
| Develop, maintain, and provide NAPTA promotional items<br>Q3 (2020)                 | <ul style="list-style-type: none"> <li>• Refresh and articulate value proposition for each targeted sector and ensuring that it is reflected in messaging</li> </ul>  |
| Coordinate NAPTA participation in membership outreach activities<br>Q4-Q3 (2020-21) | <ul style="list-style-type: none"> <li>• Explore incentivizing membership (various options – discussing with board)</li> <li>• Look at targeting efforts to maintain and increase membership in all sectors</li> <li>• Create strategy on increasing membership</li> <li>• Be mindful of budget cycles</li> </ul> |
| Coordinate NAPTA participation in career awareness events<br>Q4-Q3 (2020-21)        | <ul style="list-style-type: none"> <li>• Commit to participating in 10 events (if available)</li> <li>• Determine how to participate in virtual career awareness events</li> </ul>  |

# Interface with Other Committees & Board

- ▶ Committee interface opportunities in monthly meetings
- ▶ Board interface
  - ▶ Formal proposals on social media
  - ▶ Incentivizing membership

The background features a dark blue area on the left side, transitioning into a vibrant green area on the right. The green area is composed of several overlapping, semi-transparent geometric shapes, including triangles and polygons, creating a layered, abstract effect. The text '► Questions?' is centered in the green area.

► Questions?