

# Agenda



Outreach Mission  
and Objectives



Current  
Challenges



Achievements  
for 2020/21



Goals for  
2021/22

# Outreach Challenges



# Outreach Committee 2020-2021 Achievements

Achievements	Alignment	Status
Committee Co-Chair	NA	Joseph Zwiercan, David Hirsch
Regular Committee Meetings	NA	On-going
NAPTA Promotion <ul style="list-style-type: none"> <li>Social media campaign</li> <li>Updated website</li> <li>Virtual outreach opportunities               <ul style="list-style-type: none"> <li>Developed video content for social and website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Increase NAPTA membership and brand awareness</li> <li>Develop, maintain, and provide useful marketing materials</li> <li>Coordinate NAPTA participation in membership outreach activities</li> </ul>	On-going
Attract Membership <ul style="list-style-type: none"> <li>Education</li> <li>Industry</li> <li>Vendor</li> </ul>	Attract New NAPTA membership and brand awareness	Industry 1 new corporate member Education 1 new Vendors 2 new  2 new leads for membership since website changes

# Outreach Committee

## Vision Meeting

July 2021



# Outreach Committee Vision & Mission

## Vision

- **Communicate the value and benefits of NAPTA to existing and potential members, industry and community.**

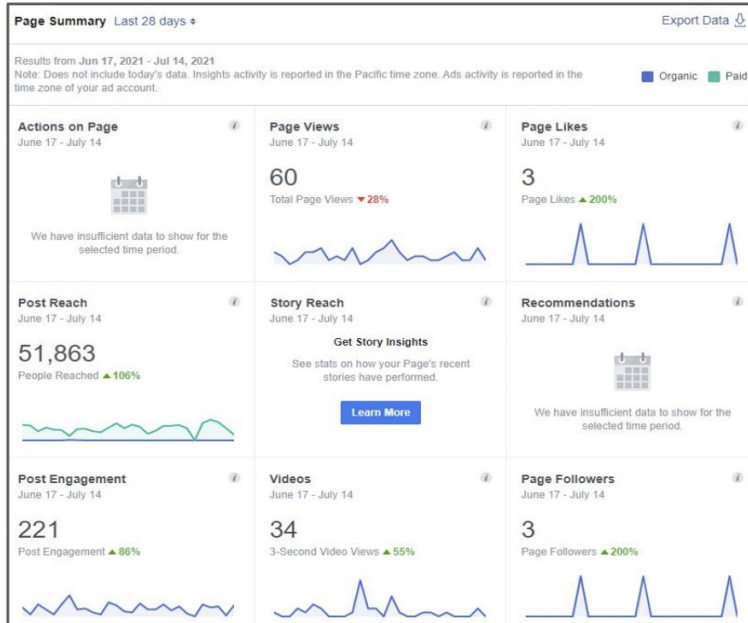
## Mission

- **Support the recruiting, retention and engagement of industry, education, vendor, and community members through available communication platforms.**

## Objectives

- **Develop a marketing plan aligned to NAPTA vision and mission**
- **Increase NAPTA membership and brand awareness**
- **Develop, maintain, and provide useful marketing materials**
- **Coordinate NAPTA participation in membership outreach activities**

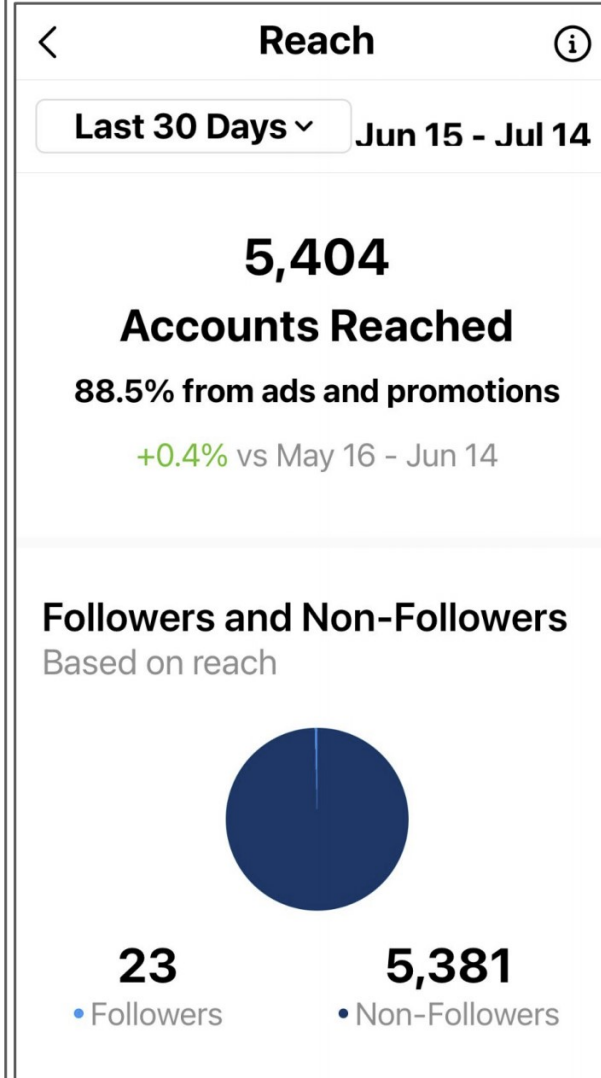
# Facebook



# Twitter



# Instagram



# LinkedIn



# Outreach Committee 2021-2022 Goals

Goal	Alignment	Status
Develop Marketing Plan	Develop a marketing plan aligned to NAPTA vision and mission	In development
<p>Increase Membership through NAPTA promotional initiatives</p> <ul style="list-style-type: none"> <li>• Social media campaign KPIs</li> <li>• Membership growth KPI</li> <li>• Quarterly reporting of KPIs – sharing with membership</li> <li>• Assist in development of messaging for post</li> <li>• Proactive outreach to members – calling members for news, issues, etc.</li> <li>• Update marketing materials</li> <li>• Support other committees to communicate their news</li> <li>• Activities to engage membership throughout the year (webinars, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop, maintain, and provide NAPTA promotional items</li> <li>• Increase NAPTA membership and brand awareness</li> <li>• Coordinate NAPTA participation in membership outreach activities</li> </ul>	<p>In Progress</p> <p>Under development</p> <p>Proposed for 2022</p>