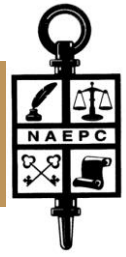


# Talking Points



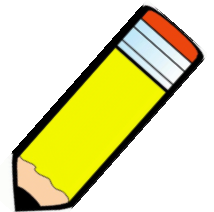
## Council Leadership Day 2017 Schedule

Sharing by Size · 1:00 pm - 2:45 pm

Break with Exhibitors · 2:45 pm - 3:15 pm

**New!** Sharing by Region · 3:15 pm - 5:00 pm

Welcome Reception with Exhibitors · 5:00 pm - 7:00 pm



### **FOLLOWING UP....**

Thank you for participating in the council sharing sessions today! Please take the information you have learned back to your board of directors by sharing a full report at its next meeting.

Notes from this session will be posted online at <http://www.naepc.org/conference/leadership-day> approximately 30 days following the program.

**Please attend the Welcome Reception, 5:00 pm – 7:00 pm in the Exhibit Hall**

# SHARING BY SIZE SESSION (1:00 pm – 2:45 pm)

## Sharing by Size One-Minute Introduction ·

- Please share your name, council, and the one item that your council hopes to learn the most about during the session.

## Hot Topic #1 · Membership Criteria Review & Increasing Membership

- Does your council have a Membership Committee?
- Which disciplines does your council admit for membership? Have there been any recent changes to the structure?
- Do you struggle with an increasing or decreasing number or percentage of any particular discipline or the membership overall?
- Has your council considered new qualifications for membership or recently conducted a review of its bylaws focusing on the membership structure?
- Has your council conducted any interesting or unique membership recruitment campaigns?

## Hot Topic #2 · Exciting Programming, Speakers and Topics

- Does your council have a Programming Committee?
- How does your council currently source speakers?
- Does your council reference other go-to sources for programming ideas? Examples: conferences, NAEPCs no-charge or online speaker library, word-of-mouth, etc.
- What types of events does your council host? Examples: educational, social, volunteer, etc. Has the average attendee changed, depending on the type of event?

## Hot Topic #3 · Involvement with NAEPC

- How is your council making sure that its members are aware of NAEPC and how they can take advantage of the programs and services provided by this affiliation?

## Sharing by Size Closing Question ·

- If you could only take one item from the sharing by size session back to your board of directors, what would that item be?

## Additional Hot Topics ·

- Please share your dues structure, whether dues includes meetings, and a brief financial overview of your council and its financial health.
- Does your council accept sponsors and what does that program look like? Do you have other forms of non-dues revenue?
- Open comment, question, sharing -

Please attend the Welcome Reception, 5:00 pm – 7:00 pm in the Exhibit Hall

# SHARING BY REGION (3:15 pm – 5:00 pm)

## Sharing by Region One-Minute Introduction ·

- Please share your name, council, and the one item that your council hopes to learn the most about during the session.

## Hot Topic #1 · Young Members

- Does your council have junior and/or student memberships? If so, what are the parameters?
- Has your council made any changes to the membership structure, programming, or events to attract younger members?
- Has your board made an effort to encourage younger members to serve in a volunteer leadership capacity?

## Hot Topic #2 · Engaging the Board & General Membership

- How is your board of directors chosen? How often does the board meet? How do you make sure that these meetings are efficient and structured to make the best use of their time?
- Are board and general members encouraged to serve on committees? Do you feel as if this has had a positive impact on your council?
- Is your council surveying its membership? If yes, how are you doing so? If yes, how does your board determine action to take based on survey results?

## Additional Hot Topics ·

- How is your council balancing history and tradition with the need to adapt to the current state of the profession?
- Does your council have general liability, D&O, or other insurance?
- Has your council recently hosted any consumer events? If so, tell us about them.
- How does your council successfully manage its daily operations?
- Does your council have a paid professional executive and what are his/her duties?
- What, if any, social media efforts has your council undertaken?
- Has your council applied for the Council of Excellence Award?
- Open comment, question, sharing -

## Sharing by Region Closing Question ·

- If you could only take one item from today's the sharing by region session back to your board of directors, what would that item be?

Please attend the Welcome Reception, 5:00 pm – 7:00 pm in the Exhibit Hall