



ASSOCIATION OF CONTINUITY PROFESSIONALS

ACP 2018 Goals and Committees

At the ACP 2018 National Board of Directors Face to Face meeting, the Board revised the ACP Vision and Mission statements and identified five attainable goals to achieve before year's end.

Vision

The world's premier association of resiliency professionals.

Mission

Shaping and supporting the global community of resilience practitioners.

2018 National Board Goals

1. Increase total paid membership by 10% to 1,855 members by 12/31/18.
2. Increase non-dues revenue by 50% to \$50,000 by 12/31/18.
3. Identify, build and implement at least three new products or services that support our Vision & Mission and clearly enhance the ACP value proposition to our members by 9/30/18.
4. Sustain and retain all active Chapters, excluding those that have already voted to close, and aid in the positive growth of all Chapters.
5. Restructure the ACP National Board to better serve our community around clearly defined committees led by National Board members and adequately staffed by the general membership by 3/31/18.

The Board completed its restructuring by establishing six 2018 committees, each staffed by Board members and volunteer members who will provide additional expertise, ideas and insight. The National Board committees and their charters are:

ACP Operations Committee

Charter: Manage and facilitate a positive customer experience of ACP members in their dealings with the organization's headquarters. Manage the relationship of and maximize the value to members provided by ACP's outsourced association management vendor. Establish and monitor metrics for sharing with the board status and progress of the ACP HQ experience from a member's perspective. Coordinate with other board/member committees as appropriate (i.e. align web presence of national and chapters with input from Communications and Marketing, etc.)

Operations Committee

Co-Chairs: Ed Goldberg, Bret Adams;
Board Member: Donna Jacobs
Member: Dan Lawler
Member: George Philpott
Member: Dan Monselise

Existing Commitments

- Analytics, Budgeting, Finance, Governance
- Member Report Log (periodic report to Board of member communications/requests received by ADG)
- Chapter Websites
- Long Island CAA
- Pro-rata Chapter Dues
- Issues & Escalation
- Develop and manage a funding request process

Useful Skills for Committee Members

- Interpersonal/communications skills for reaching out directly to members at large and chapter leadership
- Organizational skills for monitoring and tracking headquarters activity, member interaction, etc.

ACP Strategic Partnerships Committee

Charter: Strengthen and foster existing and potential partnerships and relationships with both public and private organizations. Working to drive revenue and exchange of ideas with new and existing sponsors. Ensuring mutual benefits for ACP members and sponsors through conference participation, webinars and other strategic initiatives

Strategic Partnerships Committee:

Co-Chairs: Susan Guinn, Mary Herbst

Board Member: Ed Goldberg

Board Member: Bret Adams

Member: Thomas Costello

Member: Sara Ricci

Member: Scott Alexander

Targets:

Evaluate existing relationships with our strategic partners and determine how we can strengthen them. We have opportunities to rebuild and look for more synergies and improvements with a goal to provide services and information to our membership. We will review our prior, current, and potential relationships as sponsors, private/public relationship and potential growth. Some examples may be:

- Sponsorships
 - DRJ
 - Continuity Insights
 - DRII
 - Other as determined
- Public/Private partnerships
 - DHS-ESSCC
 - FEMA
- Potential partners
 - Firestorm
 - Alert Find
 - Others as determined

Useful Skills for Committee Members:

- Interpersonal/communications skills for communicating with members, chapter leadership, and potential sponsors and partners
- Similar skills for possibly “recruiting” new sponsors, securing (discounts for) booths and/or providing presentations at related conferences
- Initiative and ability to “think outside the box”
- Contract negotiation skills

ACP Chapter Development Committee

1. Charter:

- To build on the qualities of our successful local chapters and offer opportunities to support/ strengthen and grow local chapter membership.
- Expand into the geographic areas by connecting with the communities where we live and work.
- To open the lines of communications to all ACP chapter presidents and members.
 - President council meetings
 - Utilizing the ACP website
 - Increase awareness of events and webinars.

2. Committee Structure:

- Co-Chairs: David Sayles / Megan Epperson
- Board Member: Lissette Giorgi
- Member: Dennis Bruington
- Member: Brian Masse
- Member: Thomas Costello
- Member: Stephani Tobin
- Member: Allan Schmidt
- Member: Dennis Boyle
- Member: Anna Lahda

3. Initial Deliverables:

- Chapter Outreach
 - Directors Calls (to enhance and better communicate this to ACP members)
 - Presidents Council meeting
- Chapter Success Model
 - High level goals for chapters.
 - Each chapter is unique and should be measured uniquely on their success.

4. Useful skills for committee members:

- Passion for local chapter success (each chapters success is unique)
- Effective communication (written/ verbal)
- Desire to work closely with other industry professionals

Goals and Scope (linked to ACP National Goals):

- Sustain and retain all active Chapters, excluding those that have already voted to close, and aid in the positive growth of all Chapters.
- Increase total paid membership by 10% to 1,855 members by 12/31/18.

ACP Innovations Committee

Charter: The mission of the Innovations Committee is to design, develop and deliver new products and services on behalf of the ACP with the explicit goal of creating additional, quantifiable value for our membership.

Committee members:

Chair: Scott Baldwin

Board Member: Susan Guinn

Member: Michael Garza

Member: Tamara Gotham

Member: James Green

Member: Steven Remus

Member: Lisa Hinostrroza

Member: Dr. Bernard Jones

Member: Karen Lowham

Initial Deliverables:

- Identify, build and implement at least three new products or services that support our Vision & Mission and clearly enhance the ACP value proposition to our members by 9/30/18.
- Chapter Toolkit - further develop with additional documents and tools to increase its value to chapter leaders
- Diversity Outreach
- TBD – Membership outreach to identify most desired products/services
- Develop multi-year roadmap with potential product/service deliverables

Useful Skills for Committee Members:

- Create problem solver / outside the box thinker
- Experience and or knowledge of technical tools that can be leveraged to push innovation
- Open to new ideas from members, great at strategic hearing
- Enthusiastic, organized and task oriented.

ACP Membership Engagement Committee

Charter: Creating opportunity to attract individuals to ACP and increase the ability to participate and network in order to further develop as a professional.

Committee Members:

Co-Chairs: Cheyene Marling, Lissette Giorgi

Board Member: Scott Baldwin

Board member: Mary Herbst

Member: additional members to be announced

2018 committee goals:

- Design a member mentorship program and target launch by Q3 2018
- Attract emerging leaders to ACP – we define emerging leaders defined in 2 buckets
 - Young professional new to the field (NextGen)
 - The under developed professional
- Add value to the National Member-at large
 - Design a platform where they can network amongst themselves, we could also invite general current member population
 - 4 topics a year (one a quarter) for developing soft skills and any other topics of interest to develop the professional, i.e. becoming an effective presenter

Useful skills for committee members:

- Comfortable with social media
- Enthusiastic and passionate about this industry
- Self-starter looking to expand their leadership qualities
- Creative/problem solver
- Organized

ACP Marketing Committee

Charter: The Marketing Committee has been sanctioned by the National Board of Directors to develop, distribute and maintain a variety of communications, education and social media vehicles to (1) elevate ACP's presence and (2) support other Committees and the National ACP Office in complementing efforts to meet our strategic goals

Committee Members:

Co-Chairs: Cathy Robbins, Donna Jacobs

Board Member: Cheyene Marling

Board Member: David Sayles

Board Member: Megan Epperson

Member: Cheryl DiDonna

Member: Cynthia Keel

Member: Tekisha Slack

Member: David Brown

Member: Wendy Nelson

Member: Marc Wilson

Member: Steven Remus

Member: Chet Bojarski

Goals:

- Inform and educate members, prospective members, strategic partners and other stakeholders about the value of ACP to the global community of resilience practitioners
- Elevate ACP's presence in the marketplace by providing a clear line of sight and consistent messaging and understanding of ACP's vision, mission and goals
- Collaborate with and support ACP committees and key stakeholders (e.g., ADG, local chapters) in their efforts to meet strategic goals and objectives

Deliverables:

- Evaluate requests by ACP members to serve on the Committee and appoint volunteers as Committee members based on qualifications by March 31, 2018
- Gain an understanding of the ADG contract, scope, accountabilities, deliverables, service level agreements, etc. to achieve alignment with the Committee's deliverables; where opportunities or gaps exist, work with the Operations and Strategic Partnerships Committees to address
- Develop tactical plan to meet goals by April 30, 2018 – key areas of focus include:
 - Key messages
 - Communications templates
 - Delivery vehicles
 - Social media
 - Brand management and compliance

- Conference / tradeshow support (including ACP national conferences)
 - Local chapters
 - National website
 - Logo wear and merchandise
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- Develop funding request, as applicable, to support tactical plan by April 30, 2018
 - Develop process to facilitate requests for support from Committees, local chapters, strategic partners, vendors, etc.
 - Report progress to National Board at least monthly

Funding:

The tactical plan will define the tasks, timeline, accountabilities and costs. Incremental costs will be presented to the National Board for approval/adjustment before incurring any costs. Where possible, the Marketing Committee will leverage the statement of work already in place with ADG, as well as other applicable partners/vendors, and if necessary, propose any adjustments that may be required to meet the Committee's goals.

Useful Skills for Prospective Committee Members

- Strong written and verbal communication skills
- Advanced competencies in use of social media – e.g., websites, Twitter, Facebook, LinkedIn
- Competencies and/or prior experience in graphic arts, web design, etc.
- Competencies in brand/identity management and compliance
- Current or prior experience in a marketing and/or communication role
- Is well-connected within the industry and has mature relationships with key stakeholders